

MODERN PACKAGING

DEC
1934



Just as Clothes Make the Man



BEAU
BRUMMEL
Hair Tonic

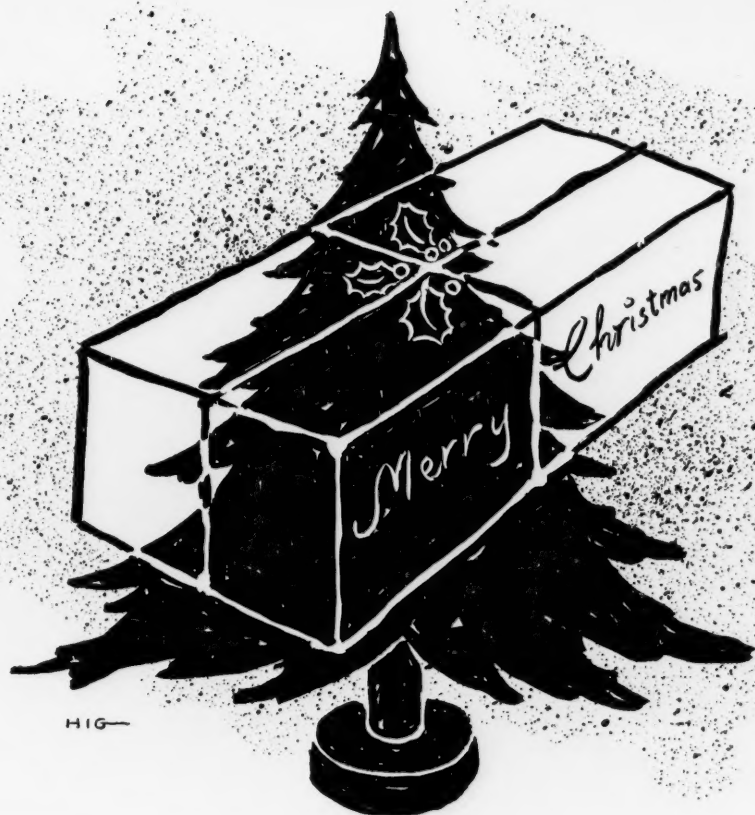


YOUR PACKAGE CAN "MAKE" YOUR PRODUCT

Your consumer reacts toward your product exactly as you do toward the things you buy. The subconscious influence of package appeal is too potent a factor in modern selling to be treated slightly. You need the advice and ability of packaging experts to make your product "go places".



Creators and Manufacturers of Folding Cartons, Counter and Window Displays



AT THIS TIME of the year it is hardly necessary to stress the importance of effective packages.

Gay in their colorful wrappings of tissue, tinsel and ribbon, Christmas packages bespeak that importance more eloquently than anything we've been able to say during the entire year.

So, this month, we use this space to better advantage . . . wishing you the bright-est, gay-est, carefree-est Christmas you have ever had, and a New Year which exceeds your most ambitious expectations.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLYN

MODERN PACKAGING



DECEMBER 1934 • VOL. 8 • NUMBER 4

CHARLES A. BRESKIN—Publishing Director. D. E. A. CHARLTON—Editor.
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Editor. F. L. POSNER—Circulation Manager. MAHLON A. CLINE—Art
Director. R. N. KALB—Production Manager.



Contents



The front cover of this issue carries a reproduction of a display window, especially arranged by the Einson-Freeman Company and recently shown at the Permanent Packaging Exhibit. The lithographed cut-outs and posters made by that company form an appropriate seasonal background and decoration for the holiday packages of Colgate-Palmolive-Peet.

To all of its readers—everywhere—MODERN PACKAGING extends its sincere wishes for a Merry Christmas and for a bright and prosperous New Year.

Entries to the 1934 All America Package Competition will be shown in the Permanent Packaging Exhibit from Jan. 15, 1935, until March 15, 1935. Entries for the Competition will be accepted until Jan. 5, 1935—there's still time to "get under the wire."

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Acceptance under the Act of June 5, 1934, at Easton, Pennsylvania. Authorized
August 20, 1934.



THE secret of the No. 67 Anchor Amerseal Metal Box shown here is just this . . . it is designed for the human hand. Generous knurling on both box and cover give the fingers something substantial to grip. The absence of exposed raw edges prevents both cuts on the fingers and injuries to the disposition. Best of all, the cover itself is a regular Anchor Amerseal Cap that requires only an easy quarter turn to remove or replace—giving to your consumers the same handy convenience they've known for years on glass-packed products.

For protection, it has no equal. Shoe polishes, metal polishes, ointments, salves, pomades, window cleaning preparations, metallic diamonds are all represented in the picture. Anchor's No. 67 Amerseal Box is suited to any paste or semi-solid, causing them to retain their moisture and correct consistency; they do not dry up because of the tight, sure fit and because these box covers are never mutilated or sprung out of shape in removal.

In the interest of more convenient packages, better kept products and greater consumer satisfaction, investigate the No. 67 Anchor Amerseal Metal Box. Supplied in $2\frac{1}{16}$ or $1\frac{3}{4}$ oz. capacities, the cover flat or domed, lithographed as desired. Samples and details gladly supplied on request. Write for them today.

ANCHOR CAP & CLOSURE CORPORATION
LONG ISLAND CITY, N. Y. TORONTO, CAN.

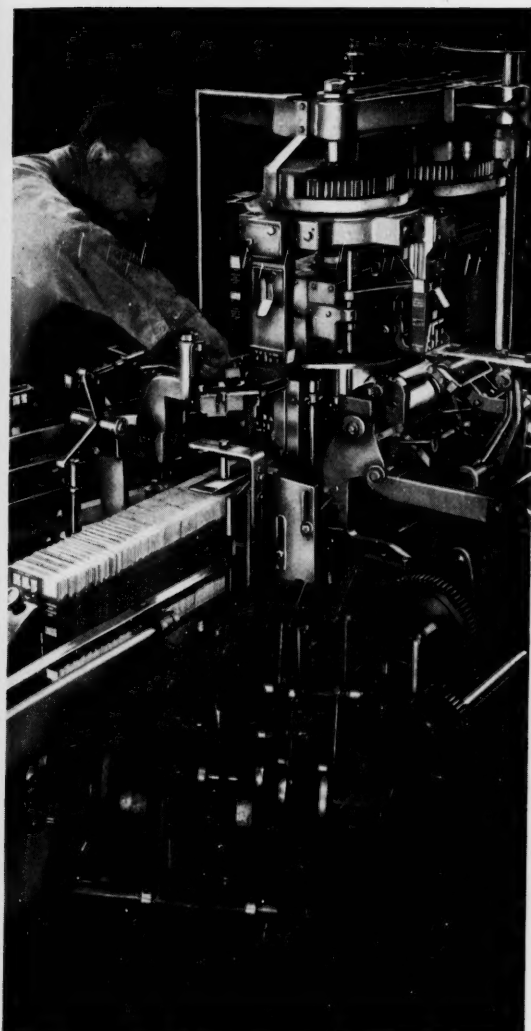
Branch Offices: ATLANTA • BALTIMORE • BOSTON • CHICAGO
CINCINNATI • CLEVELAND • DETROIT • HOUSTON • LOS ANGELES
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BURGH • ROCHESTER • SAN FRANCISCO • ST. LOUIS • TORONTO

ANCHOR CLOSURES FOR POLISHES & SPECIALTIES



SPECIALISTS in PROTECTION
DESIGNERS of BEAUTY in
**FOOD PROTECTION
PAPERS**

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO VEGETABLE PARCHMENT CO.
PARCHMENT - MICHIGAN
PARCHMENT - MICHIGAN



LOWER COST PER CONTAINER

•
BECAUSE

YOUR FIRST THOUSAND PACKAGES
ARE RUN IN OUR FACTORY

Pneumatic Machines are noted above all else for the fact that they always deliver their rated output and rated speed—comfortably and continually.

One reason for this is the mechanical excellence of the machines, the soundness of their design. Another is the fact that no machine is shipped until it has delivered in our plant the performance promised in yours. Every machine is assembled on our floor. Then, using your own cartons, your own materials, in conditions duplicating your own, it is put through its paces. When—and only when—it meets every promise made for it is it delivered to you.

Another reason why the use of Pneumatic packaging machinery in your plant means "lower cost per container."

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Tight Wrapping Machines—Capping Machines—Labeling Machines—Vacuum Cleaning and Filling Machines (for liquids or semi-liquids)—Tea Ball Machines—Box Making Machines

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 330 Market Street; Melbourne, Victoria; Sidney, N. S. W. and Trafalgar House, No. 12 Whitehall, London, England

PNEUMATIC SCALE



Packaging Machinery



In the 1934 ALL-AMERICA PACKAGE COMPETITION

Again as in 1933 and 1932, all eyes are focussed upon the most important annual event in the package world . . . the All-America Package Competition. Already (with several busy weeks to go) literally thousands of packages, of every description, have been entered for judgment.

And this time, the judging will be more thorough, the awards more comprehensive than ever before. The seventeen divisions, into which the competition is broken, insure every package being judged *on its merits* . . . being compared with the finest packages *of its type!* Once again, selection by

Modern Packaging's board of prominent authorities on packaging, advertising and merchandising means selection for the greatest honor a package can receive.

Now, before it is too late, write, wire or phone for your entry blanks. You can enter any number of packages. There is no entrance fee. Designers, package producers and manufacturers are eligible to enter their products.

**BUT . . . ENTRY MUST BE MADE
BEFORE JANUARY 5, 1935!**

ACT NOW!

17 CLASSES—3 AWARDS IN EACH CLASS



Why does MACY'S go all the way to ELKHART FOR CARTONS?

New York's greatest department store is known as a 'smart' buyer . . . but even Macy's wouldn't ship cartons across four states unless there was a good - - a mighty good reason. That reason is found in the superior quality of Illinois Carton workman-

ship . . . a quality that is emphasized by the superiority of Illinois board, specially made for us by the American Coating Mills of Elkhart. Whether you are located within fifty or fifteen hundred miles of our plant, we have a history that will interest you. Write to--

ILLINOIS CARTON AND LABEL CORP.
ELKHART INDIANA

CHICAGO

NEW YORK CITY

BRANCH OFFICES: TRIBUNE TOWER, CHICAGO

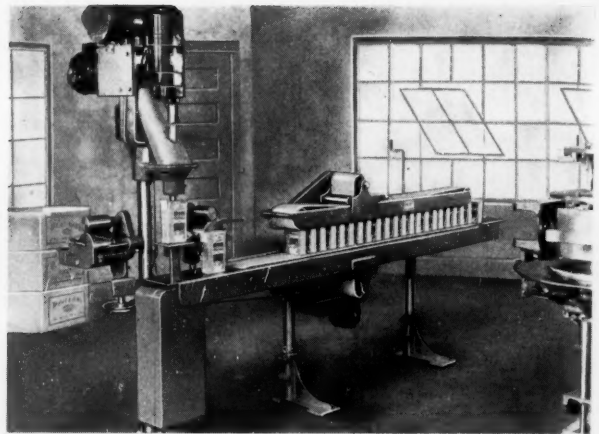
22 E. 40th ST., NEW YORK CITY

DECEMBER, 1934

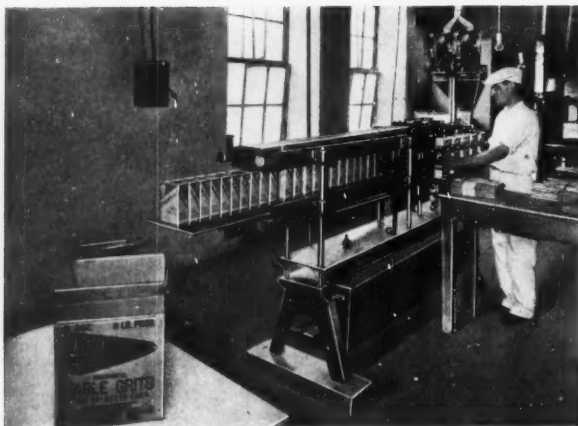
7

15
30
60

PACKAGES PER MINUTE



ABOVE—Packaging non-free flowing products with a PACKOMATIC semi-automatic carton sealer and auger type filler. Operating speed 15 or more per minute.

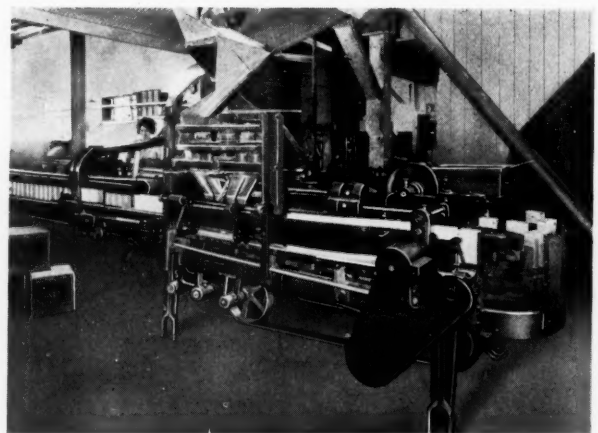


LEFT—Packaging semi-free flowing products with a PACKOMATIC Model PT Carton sealer and double unit net weigher. Operating speed up to 30 packages per minute.

BELOW—Packaging salt with a PACKOMATIC Model 12 carton sealer equipped with an eight pocket volumetric filler. Operating speed 60 or more per minute.

There's a PACKOMATIC Carton Sealing and Weighing or Filling machine which will better suit your requirements, regardless of product to be packed.

We also make automatic weighers and fillers for bags and cans, as well as a complete line of packing room equipment, including Container Sealing Machines, etc.

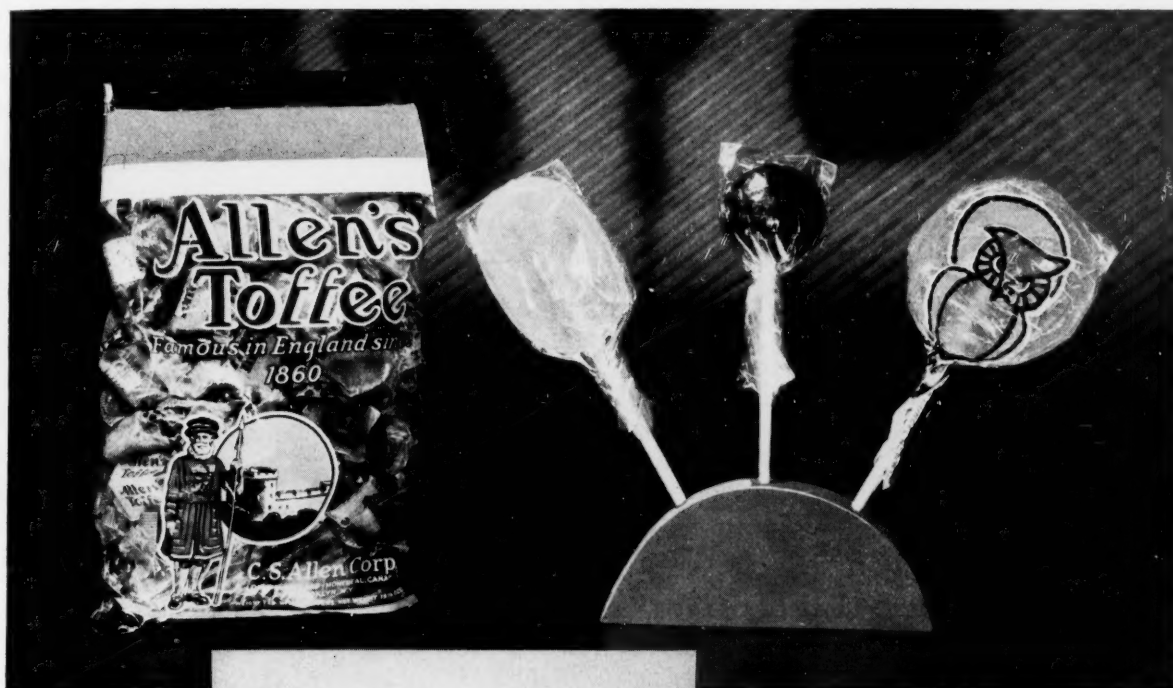


A PACKOMATIC ENGINEER WILL CALL UPON REQUEST—NO OBLIGATION

—BRANCH OFFICES—

20 E. Jackson Blvd.
CHICAGO, ILL.
11 W. 42nd St.
NEW YORK CITY
17551 Daleview Ave.
CLEVELAND, OHIO
51 Clementina St.
SAN FRANCISCO, CAL.

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS



LOLLYPOPS TOFFEES *and Dobeckmun*

Nuts, potato chips, novelties, textiles and food products of all kinds also enjoy remarkable sales increases in Dobeckmun Transparent Packages. Let Dobeckmun apply their experience and ability to help your product sell itself, too.

- In our advertisements we have illustrated outstanding and unusual packages produced for packers in many industries.
- We realize, however, that a picture often fails to capture the charm and beauty of the package, or to portray the rich quality of Cellophane printed by Dobeckmun.
- So that you can judge this quality and sales appeal at first hand, why not let us send you a few actual samples of transparent bags and wrappers—or permit us to design a package of Cellophane for your product alone?

- Dobeckmun offers you the three essential factors in transparent packaging—**KNOWLEDGE—QUALITY and SERVICE**—the result of wide experience in this highly specialized field.
- This service is complete from the production of plain and printed bags and envelopes, printed wrappers and roll stock—to the development of a complete merchandising program including recommendations for the size and shape of the unit, package design, methods of display and other points of the utmost importance to successful selling in Cellophane. The Dobeckmun Company, Cleveland, Ohio.

DOBECKMUN

An organization devoted exclusively to the printing and fabrication of Cellophane—Printed Sheets—Printed Roll stocks—Plain and Printed Bags—Cigar Pouches—Laminated Stocks.

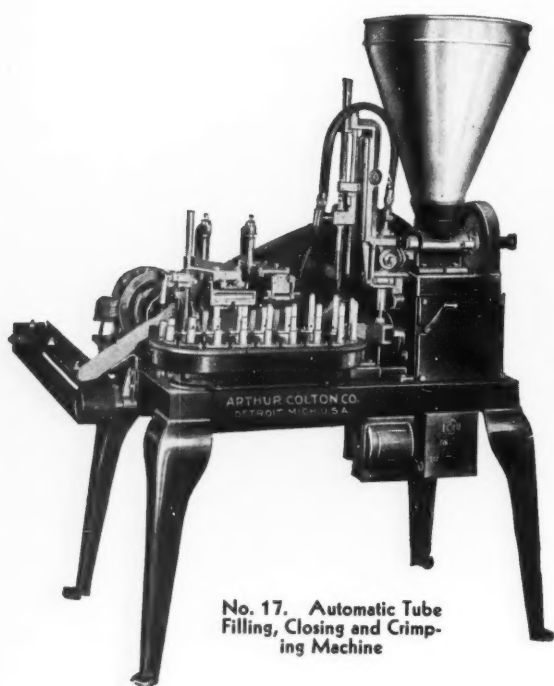
BRANCH OFFICES: New York, 11 W. 42nd St.; Chicago Merchandise Mart; Philadelphia, 1528 Walnut St.; Boston, 10 High St. REPRESENTATIVES: Baltimore, Dallas, Denver, Detroit, Des Moines, Houston, Kansas City, Little Rock, Los Angeles, Memphis, Minneapolis, Peoria, Pittsburgh, Portland (Ore.), Omaha, Red Lion (Pa.), Salt Lake City, San Antonio, San Francisco, St. Louis, Syracuse and Tampa.

3301 MONROE AVENUE, CLEVELAND, OHIO

DECEMBER, 1934 9

It's Clipless!

The COLTON CLOSURE



No. 17. Automatic Tube
Filling, Closing and Crimp-
ing Machine

This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips.

Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads.

A descriptive folder fully describing the Colton Closure sent on request.

ARTHUR COLTON CO.

2600 East Jefferson Ave.
DETROIT, MICHIGAN



AND COLOR IS ONLY HALF THE STORY

Many firms use Ribbonette as their package tie because of its ability to catch the eye—to make an otherwise plain package an object of attractive distinction. Some use it to carry out a color scheme . . . others change color and design to suit the season.

But color isn't all! Ribbonette provides the ideal means of distinctively packaging—identifying—the hard to package item. Ribbonette provides the most flexible means of decorating a box, a paper or transparent wrap. In short, *for your package*, Ribbonette offers the ideal way out of complicated packaging details . . . the ideal way in to dealer and consumer acceptance.

Write us for full information about the many types of Ribbonette . . . its many varied uses. If possible, send a sample of your product, which will be returned with our recommendations and estimates.

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.
2319 Logan Blvd., Chicago, Ill. . 55 West 42nd St., New York

RIBBONETTE

By the Makers of Print-Ad-String

"I couldn't resist such a handy package!"



What better tribute can a package ask for? Colorful, attractive, sales-appealing—trim and neat—handy to carry—these are just a few of the outstanding features that have put products packaged in Kimble Glass Vials in front row space on shelves and counters from coast to coast.

It was no accident that made America's leaders in the drug, pharmaceutical, perfume and proprietary fields standardize on these all-purpose Kimble Glass Vials. It was utility—appeal—safety—sanitation that turned the tide toward Kimble Vials.

Strong and sturdy, airtight and leak-proof, Kimble Vials carry their contents safely into millions of American homes. Conveniently carried in vest pocket or handbag—light in weight, sparkling with color and "package personality"—it's easy to see why users of Kimble Vials invariably say: "I couldn't resist such a handy package!"

KIMBLE GLASS CO.
VINELAND, N. J.



NEW YORK • PHILADELPHIA • BOSTON
CHICAGO • DETROIT



Samples mean **SALES**



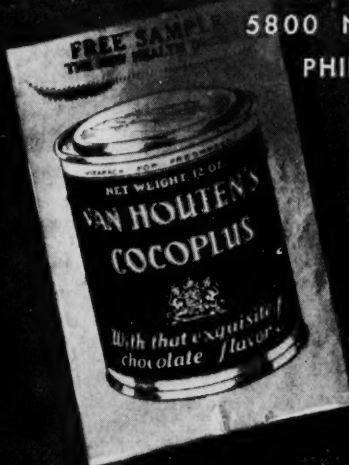
An inexpensive sales strategy, sampling often produces large returns from small expenditures.

Many have found Bags by Royal ideal carriers for their samples. Due to their fine construction and precision printing Bags by Royal inevitably make a crisp, appealing package.

Royal will be glad to interpret your scheme of a sample bag, or the Royal Package Development Department is at your service without obligation. Use the attached card.

THOMAS M ROYAL & CO

5800 North Seventh Street
PHILADELPHIA, U. S. A.



Bags by Royal!

*“Give us an OUTSTANDING gift box
for golf balls —”*

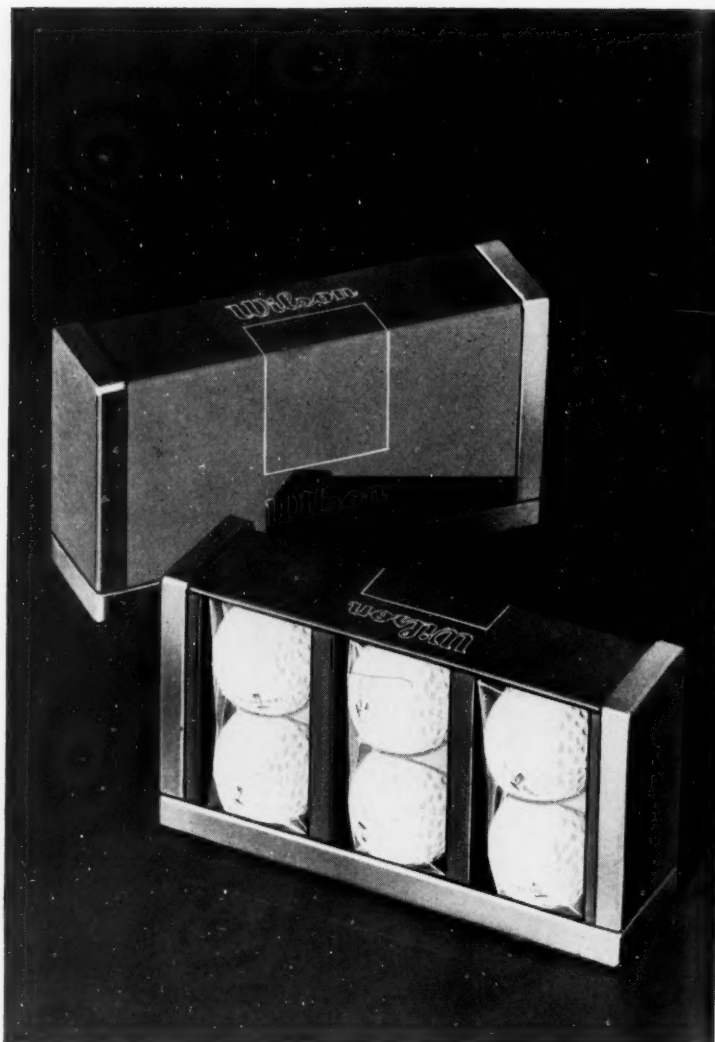
said the Advertising Director of
Wilson Western Sporting Goods
Company.

AND
here it is

The problem of merchandising
a product governs the Ritchie
box design.

This Ritchie-made box and
many others are now dramatiz-
ing and helping to stimulate
sales of several nationally
known products.

Is this not a convincing proof
of fine packaging?



W. C. RITCHIE and COMPANY

PAPER BOXES

CHICAGO

ALLIED PRODUCTS

NEW YORK

FIBRE CANS

Akron • Cincinnati • Detroit • St. Louis • Minneapolis • St. Paul • Los Angeles • Nashville • Louisville • Memphis

ONLY THE VERTICAL DOWN-PULL COUNTS!

- *and only CROWN makes the*
DEEP HOOK THREAD

AT no greater cost, you can seal your product more effectively with CROWN DEEP HOOK-SHAPED THREAD SCREW CAPS, because this patented thread does three things superlatively:

1. It spins on the glass thread easier.

That means
PRODUCTION SPEED

2. It is far easier to remove.

That means
**CONVENIENCE FOR
THE HOUSEWIFE**

3. It seals tighter with the same application force.

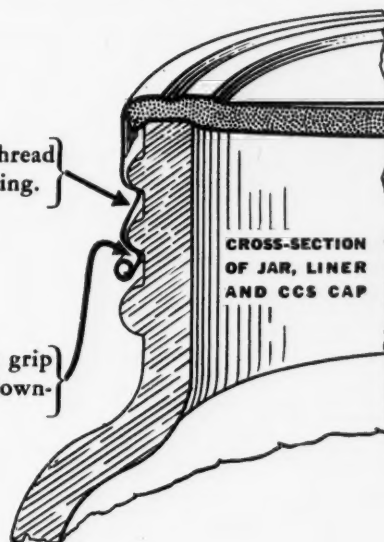
That means
**SECURITY
FOR YOUR PRODUCT**

Because

It clears the glass thread
without side-scraping.

Because

Its under-reaching grip
has the greatest down-
pull.



CROWN CORK AND SEAL COMPANY BALTIMORE, MARYLAND

•
*World's Largest Makers
of Closures
for Glass Containers*
•

CROWN CORK & SEAL COMPANY ♦ BALTIMORE, MD.

E-12

Send samples and prices on Crown Deep Hook Thread Screw Caps.

Type.....Size.....

Name.....

Street.....

City.....State.....

DECEMBER, 1934

15

From Labels to Window Displays
LITHOGRAPHY BY MICHIGAN



LITHOGRAPHY, as the art is practiced at the Michigan Lithographing Company's plant, makes possible distinct economies when a new package calls for new posters, car cards, window stickers and displays—economies which in no way detract from the essential qualities of each individual part of the campaign. For this reason the Higrade Products Company entrusted the entire preparation of its new labels, posters and promotional matter to the Michigan plant. For Higrade, like many other Major Manufacturers, has discovered the superior qualities of our exclusive Intensograph Process. We invite you to investigate the possibilities which Michigan has to offer you—for more effective labels, cartons, displays and posters at costs significantly lower than those usually found current.

MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS, MICHIGAN



RESINOX

MOLDING RESINS • MOLDING COMPOUNDS
LAMINATING VARNISHES

Packages and products molded with Resinox command attention and stimulate sales. Resinox is odorless, water-resistant, and available in a wide variety of colors. It molds perfectly, cures uniformly, and finishes with high luster, beauty and strength.

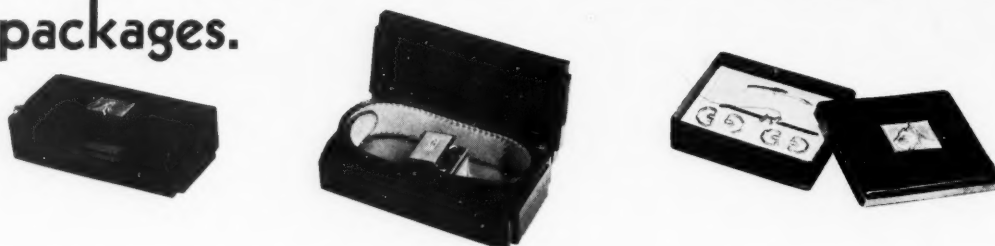
KEEP IN TOUCH WITH RESINOX DEVELOPMENTS

RESINOX CORPORATION

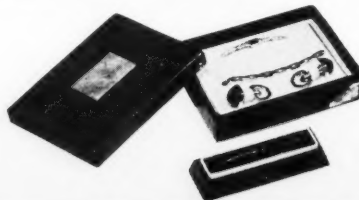
Subsidiary of Commercial Solvents Corporation and Corn Products Refining Company
230 Park Avenue, New York City



ONCE AGAIN . . . AUBURN AND HICKOK
unite to produce an outstanding series
of packages.



For the fourth successive year, Hickok has selected Auburn to mold its re-use containers. The judgment of Hickok confirms the superiority of Auburn molding. The foremost molder in packaging . . . as in many other fields . . . continues to be AUBURN! Investigate.



Auburn Button Works Inc.
Auburn, N.Y.

The Auburn Button Works have for many years specialized in custom molding of packages and product-parts.
Our engineering and designing staff is at your service.

Combining HIGH VISIBILITY with Good Taste

BEFORE: Too little emphasis was placed on the brand name. It is a good example of too much design. From the distance at which the can is usually seen in the store one gets a confused impression. The neutral shades of blue and brown rob the package of attention value.



AFTER: Simplicity, strength and high visibility mark the new design. The contrasting bands of red and black attract and hold interest. The brand is given proper emphasis. The new top has the improved, rolled edge. The can is improved in proportions, giving a broader surface for display.



● Manufacturers are rapidly getting away from the characterless type of designing practice which so cluttered up the label that the package lost all distinction.

A good container now is rated as one which is so distinctive in design, color and shape it cannot possibly be confused with other merchandise.

Continental designers have had singular success in helping to develop this modern packaging trend—finding a way to obtain shelf-dominance without sacrificing good taste. For 29 years Continental has been

solving packaging problems for many diversified industries.

An analysis of your own package, *as it looks on the shelf*, may reveal the need for improvement. What is its visibility? Is the effect pleasing? Does it lift your merchandise out of the commonplace? Register in one's memory?

Our experience and facilities are at your service. Write, wire or phone our nearest Sales Office.

CONTINENTAL CAN COMPANY

NEW YORK

CHICAGO

SAN FRANCISCO

DECEMBER, 1934

19

They took the finest milk—
 added the purest cultures—
 to make this **SUPER CHEESE**
 —then to insure its quality they
 wisely chose **PROTECTOID**



The makers of Gold-N-Rich cheese spare no pains to insure the high quality of their product. Only the purest, most wholesome milk is used. The plant is as clean as a surgeon's hands. No expense is spared in securing the purest culture the world affords.

Yet all would be wasted if the product were not packed in air-tight, rodent-proof, vermin-proof, germ-proof wrapping. It is a singular tribute to the quality of Protectoid that these careful buyers have selected it over all other materials.

P. S. Because even the finest cheese needs an attractive package, this one has been richly printed in black, red and gold. We think it will win prompt recognition in the forthcoming All-America contest. But whether it wins that prize or not, another is already secured . . . the immediate public approval of this outstanding wrap for an outstanding product. Once again Protectoid proves its ability to up the sales of good products by preserving and emphasizing their goodness.

PROTECTOID

Trade Mark Reg. U. S. Pat. Off.

is a Product
 of

**CELLULOID
 CORPORATION**

ESTABLISHED 1872
 10 E. 40th ST. NEW YORK

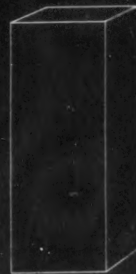
We
 you
 sults
 tag

S



PAINT

VARNISH



THE DYMENT CO.

MOUNTERS AND FINISHERS OF
WINDOW DISPLAY ADVERTISING
CLEVELAND, OHIO

The Sherwin-Williams Company
Cleveland, Ohio

Gentlemen:

During the past eight years we have received numerous favorable comments on our Spirit Label Varnishing. Our customers have complimented us on the fact that the varnish we use is so clear it does not discolor their sheets, and at the same time results in a very highly finished, durable surface.

Since we feel that these compliments can be largely attributed to the varnish we use, we believe that it is only fair that we pass this information along to you, together with the fact that we have found your varnish is very uniform in color and viscosity, the latter of which aids us considerably in our varnishing process.

Yours very truly,

THE DYMENT COMPANY

We will gladly show you how you can receive the same results by utilizing the advantages of Sherwin-Williams Spirit Label Varnishes



SHERWIN-WILLIAMS PAINTS

INDUSTRIAL FINISHES



SHERWIN-WILLIAMS PAINTS



HIRAM WALKER

PEORIA, ILL.

All structural steel and iron work at the world's largest distillery, Hiram Walker's at Peoria, Ill., is protected with Sherwin-Williams Kromik Metal Primer and with Metalastic Field Coat. It's a huge job—it *must* be, to thoroughly protect a plant of such proportions. It covers 22 acres of ground, has a daily capacity of 100,000 gallons and a bottling capacity of 10,000 cases of quarts every 7-hour day. Much of the painting had to be carried on during adverse winter weather conditions, but thanks to the good paint and good painting (Val Jobst and Son were the contractors), an outstanding job was done. Some four thousand tons of structural steel, as well as 2,000 tons of plate employed in tank construction, were given a prime and finish coat. Both Hiram Walker and Sherwin-Williams are proud of the job.

FREE BOOKS



Check the Sherwin-Williams painting booklets most interesting to you. They will be promptly forwarded.

- 1 Plant Interiors.
- 2 Plant Exteriors.
- 3 Metal Protection.
- 4 Product Finishing—Metal.
- 5 Product Finishing—Wood.
- 6 Bus Finishing.
- 7 Truck Finishing.
- 8 Aluminum Paint.

Name.....

Company.....

Position.....

Address.....

PHILCO

PHILADELPHIA, PA.

A visit to the Philco Radio and Television Company's plant in Philadelphia is a visit to a beehive. Production is at higher levels than ever before. In the cabinet plant Sherwin-Williams lacquers are part and parcel of this beehive activity. Fillers, first coats, second coats, and soft transparent finishing lacquers are part of the preparation of the finished Philco that may grace your home. You would be amazed at the hand finishing that goes into each cabinet—amazed also at the speed and dispatch with which cabinets are turned out.

BETTER LIGHT BETTER SIGHT

NEW YORK CITY

On the authority of the Better Vision Institute, 85% of all we know comes to us through eyes. Our working and living depend upon them. How to aid them to the fullest? With light, enough light. How to get enough light? See that daylight and artificial light are reflected to the fullest extent. How to do this? As Beechnut Packing, Kendall Mills, Breyer's Ice Cream and other industrial leaders do it . . . by seeing that wall and ceiling surfaces are painted with Save-Lite Mill White.

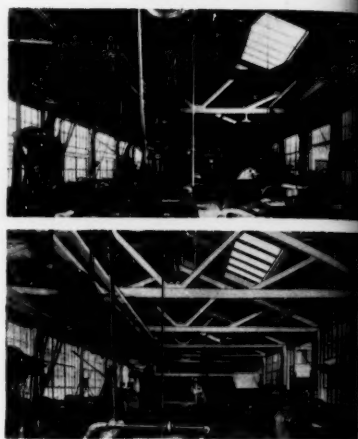
SAVE-LITE

SAVE SIGHT

"Specially formulated for your industry." These five words cover a wealth of experience, research and production. You may have a fume resisting problem; a dust retention problem. You may need a paint that is heat resistant. In your industry a washable gloss may be vital; in someone else's an egg-shell combination of the properties of gloss and flat wall paints is equally necessary. Perhaps you don't know the proper paint for your application. The five words mentioned cover all of the years of The Sherwin-Williams Company's efforts on all paint problems. Breadth of experience means specific answers to your individual problems.

RAFTER

BELLEVILLE, N. J.



Saving light and sight with another Sherwin-Williams Save-Lite job. Rafter Machine Co., Belleville, N. J.

ANSWERS

- 1 White paint has the highest light reflection value—much higher than aluminum.
- 2 White paint also has a higher heat reflection value than any other. This means vital saving in gallonage losses of volatile liquids exposed to the sun's rays or other high heat sources.
- 3 The Mauretania, crack English liner, made heat tests on two Caribbean cruises. When the hull was painted white, the ship was ten degrees cooler than under ordinary dark colors.
- 4 Westinghouse Electric and Procter and Gamble put all maintenance painting on a time-study and production basis. The savings ran into thousands of dollars yearly.
- 5 Watch color. It is going to be used to an ever-increasing extent in painting.
- 6 Be sure to know how to prepare a surface for paint as well as how to paint it. Sherwin-Williams paint engineers will give you good counsel in this regard.

THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES: CLEVELAND, OHIO

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After Hickok's outstandingly successful die-cast 1933 Christmas packages, it was but natural that they should turn, once again, to Doehler for the key item of their line.

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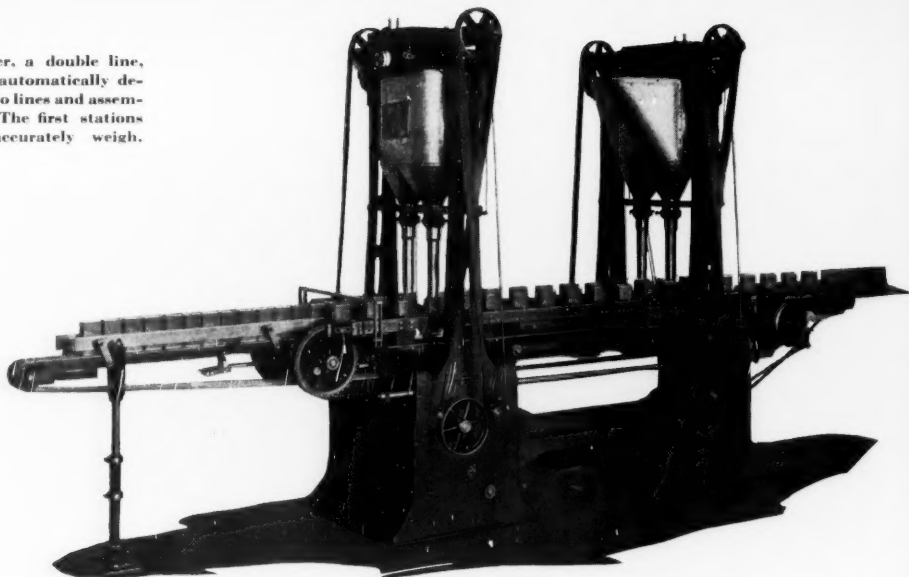
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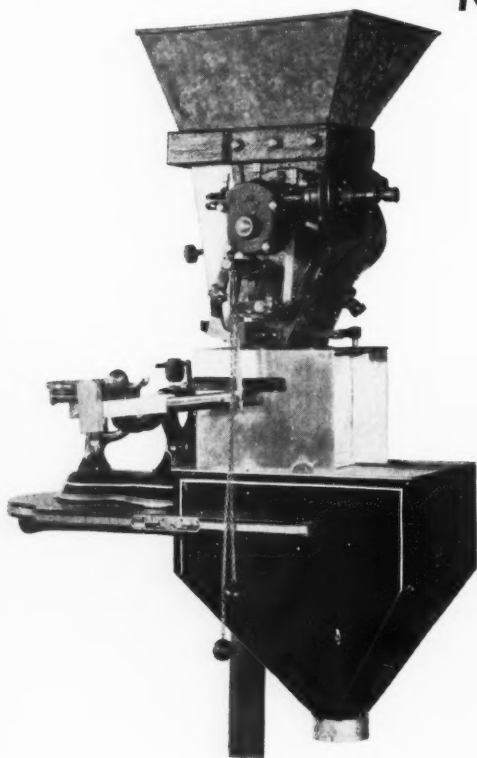
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The Model MN Gross Weigher, a double line, tandem station machine that automatically divides empty containers into two lines and assembles filled ones into one line. The first stations fill by volume, the others accurately weigh. Speed: 50 to 120 per minute.



Below: The Model F. E. Feeder, for speedy, accurate weighing of non-flowing and free-flowing products.



MAKE WEIGHING ACCURATE *but* KEEP IT FAST!

Mere high-speed production is possible on almost any machine. But the sacrifice of accuracy for speed can kite your costs beyond all reason.

National knows how to plan production for SPEED and ACCURACY, the machine shown above being but one of its many installations designed for high volume and high accuracy of fill.

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READ!

*Real news for those interested
in increasing their sales—*

350% Increase in Sales Volume

DUE TO NEW STYLE WRAPPER

Most of us fail to appreciate the important part that labels, wrappers and proper packaging play in merchandising. We seldom realize that the same public that buys style and new appearance in clothes, motor cars, radios, furniture and numerous other items, can and do respond to new dress and eye-appeal in packaging.

However, there are many aggressive manufacturers who do adopt modern merchandising methods, blazing new trails in volume and profits.

Witness the case of a maker of toilet tissue rolls. A highly competitive product, if there ever was one. Some time ago the colored wrapper used on the roll was re-designed—and modernized. Incidentally, it was possible to reduce the number of colors used on the old wrap-

per, effecting an immediate saving in cost.

The fresh, new appearance created eye-appeal—and, what is more important, resulted in an increase of over 350% in sales.

This increase was directly traceable to the new design, since there was no change in the quality of the product, its retail price, or quantity of sheets in the roll.

R. J. Kittredge & Company, designers and producers of fine printed labels, wrappers and box covers, stress this point — "Attractiveness and beauty of label and packages not only bring an immediate public acceptance, but they also tend to create renewed enthusiasm in your own sales organization. For half a century we have studied the importance of eye-appeal in merchandising—and its effect on manufacturer, retailer and consumer."

It's the LABEL that
introduces the merchandise

"QUALITY LABELS FOR QUALITY MERCHANDISE"

R. J. Kittredge & Company

Established 1886

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Designing • Embossing • Die Cutting • Varnishing • Labels • Wrappers • Box Covers

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the PERFECT CLOSURE
AND SOME OF THE OUTSTANDING PACKS OF 1934



Vacuum Sealed



TO OPEN
Pry up



TO RESEAL
Press on

Vapor Sealed

WHITE
New York

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COMPANY
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W H I T E C A P S



Smart

LOOKING... OF COURSE!



IT'S THE JOB OF **OnIzed** DESIGNERS TO CREATE
MODERN GLASS CONTAINERS OF UNUSUAL *Beauty*

● Don't overlook the importance of container appeal as a factor in SALES. The modern smartness of *OnIzed* Design...the outstanding brilliance of *OnIzed* Glass...and the completeness of *OnIzed* Service, which help you plan the entire package including label, closure and corrugated shipping container...all are logical and important reasons why products sell faster in *OnIzed* glass containers. A wide selection of stock-mold shapes, styles and sizes is always available. Write us about your requirements. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS

REVISION AND INNOVATION

It takes ingeniousness to be a smart packager. It takes a foresightedness to do the unusual. And it takes confidence to see an innovation through on a grand scale. But more than anything, it takes real industrial "guts" to set a policy of producing packaging innovations, year after year, without ever faltering toward the easier, surer path of repeating last years' ideas with a slight change.

That's why we say, "Hickok has guts." The word may not be a pretty one, but it conveys, better than any other the language affords, the image of hard-driving intelligent initiation that is so characteristic of the Hickok policy, so absent in the cases of unnumberable others.

It may be, in part, that Hickok is in an industry that breeds the initiative instinct. The fact that other firms in the same field have also done much along the lines of clear thinking in their packaging would serve to indicate the truth of this statement. It may be, too, that Hickok commands so prominent a position in its field

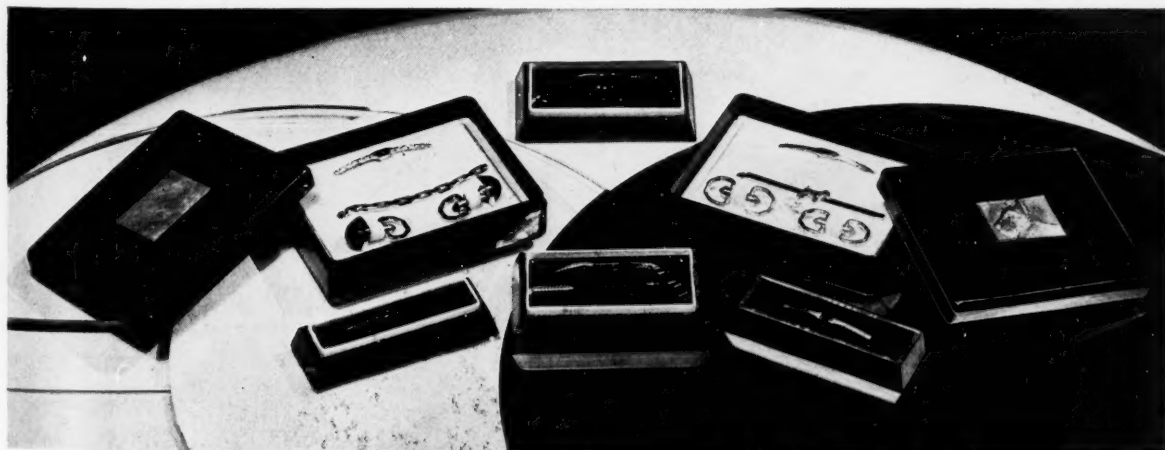


For that book you are reading Hickok supplies a cover to use—after you've removed garters and suspenders

that even its mistakes become successes by the sheer weight of Hickok prestige—though this last is most unlikely. Certain it is, however, that Hickok and a few others have made a go of packaging at its finest, in an industry which has evinced less faith than others in the package as such, and among dealers who, for the most part, seldom handle packaged items. For it must be remembered that the backbone of belt and suspender sales is the retail haberdashery and the haberdashery department of the department store—and the men's clothing field (again we bow

to the exceptions) is notoriously backward in its packaging achievements.

It may be possible to find the reasons for Hickok's success by examining the nature of the packages that win success. But, in a larger sense, the examination of a single year's line is deceptive. For it must be remembered that a vast portion of Hickok's prestige, with dealers and with the buying public, is based upon the results achieved in previous years. Packaging pays dividends



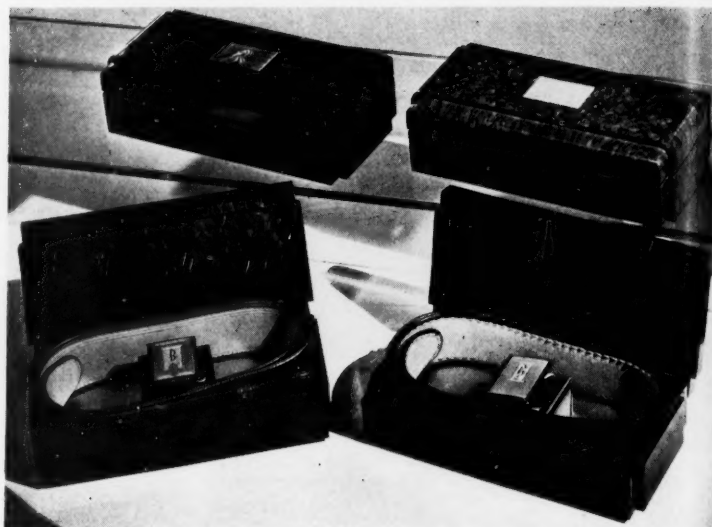
Shape and type are identical with previous models in this group. New treatment of molded surfaces, however, provides novel and distinctive effects

even after the particular package has been abandoned for another more in keeping with the times.

Yet, two facts stand out, even when a single year's line is considered. First, that certain Hickok packages are complete innovations—designed with an eye toward beauty, instant appeal and a self-selling after-use. Second, that other packages repeat the general scheme of things that have gone before—but differ completely in their visual effects.

Let us look at the packages of the first group. Hickok was one of the pioneers in the use of molded containers, one of the leaders in the development of the re-use functions of the package. This year it carries on these two traditions—but in so changed a form as to afford completely new and novel effects—effects that, of themselves, should bring in thousands of extra sales. For cuff links and tie pins, Hickok uses small cigarette boxes and miniature ash trays. Not a novel idea, but the treatment is novel and, more important, attractive. The cigarette boxes are smooth and lustrous, in black and brown mottled finishes. Inserted in the tops are tasteful inlays of contrasting cast phenolics or embossed dull metal foils.

The miniature ash trays are so designed that they serve as both package and display. Without a cover, they contain a small, snugly fitted, velvet seat to which the pins and clips are firmly attached. Display is possible either flat on the counter or window or vertically, attached to a small metal frame on a card.



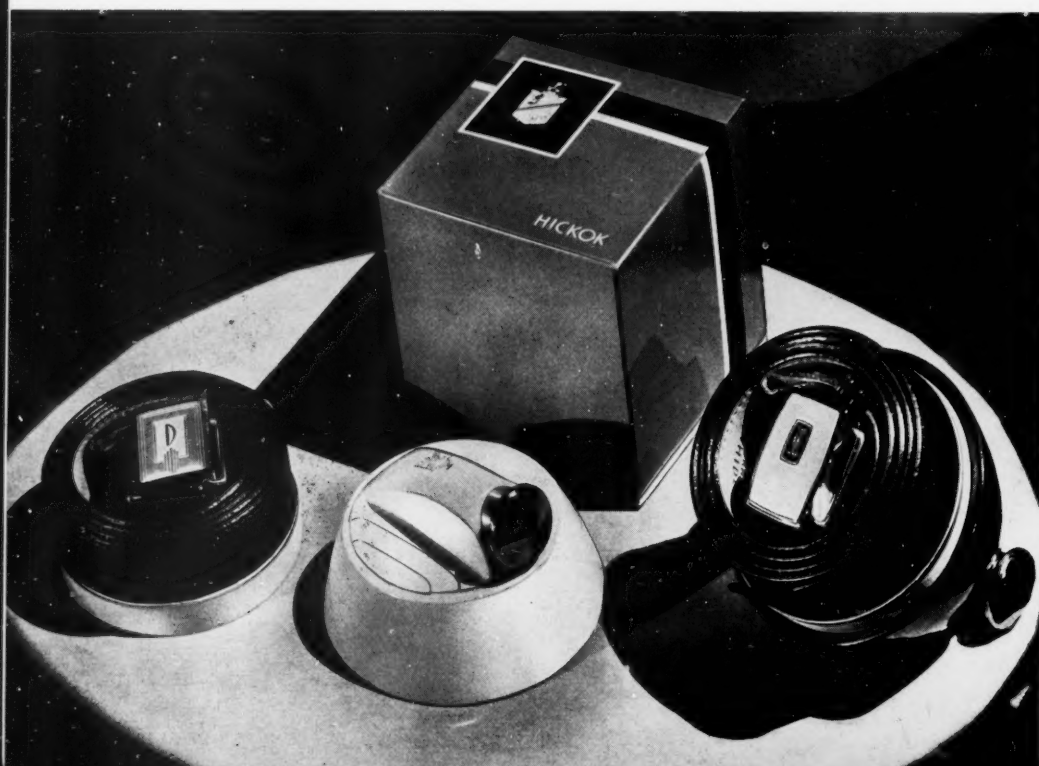
For belts a truly novel idea has been capitalized by the utilization of a die-cast zinc cocktail-shaker-head which serves as the seat for a rolled up belt when on display. With Repeal still recent, with Christmas festivities practically upon us, who would not be interested by this mounting—as interested, in fact, as by the belt itself? Hickok, remember, doesn't care too much what makes you buy as long as you buy a Hickok product. Naturally, this type of package requires an outer container—in this case, a colorful carton characterized by the Hickok crest, serves to protect and also provides a "surprise" element for the gift.

For larger selections of dress pins and cuff links, a molded pocket cigarette case is used, one so well designed that an infinite number of wives will make the purchase with tongue in cheek and thought on their own use of the case, which fits nearly into the most flatly shaped purse. For belts and buckles, a combina-

tion ash tray and cigarette box has been utilized which affords fine display on the counter, arouses instant interest because of its novel ovoid shape and provides positive plus values as a re-use object fitted for the finest surroundings.

Note, in all these instances, that re-use is stressed. Here the continuing [tradition has

If you would hint to your host that a Christmas morning cocktail would warm your heart, present him with a belt neatly seated into this shaker-head. He'll thank you for both



Clever, these molded packages that contain evening dress appurtenances and serve as cigarette cases. The ladies will spot them instantly, with an eye to possessing the latter eventually

been preserved because it has, in years past, definitely proved its worth. It must be remembered that a large proportion of all belt and buckles, pin and clip purchases are gift purchases in which the appearance of the ensemble—product and package—is fully as important to the purchaser as is the utility of the product itself. Safe with its ultimate users on grounds of quality and utility, Hickok turns, through re-use packages, toward meeting the interests of the immediate purchaser. By pleasing one, it makes possible the reaching of the other.

In the second group, that of the partially revised package, we find the large, hinged-top molded cigarette box—an item so successful in years past that dropping it would not be considered. Yet, this year its appearance is so changed that few among the uninitiated will recognize in it its predecessors. Stream-

line curves replace sharp corners. Foil and cast phenolic inlays replace decalcomania. Only the Hickok crest, "hidden" unobtrusively within the lid where none can fail to see it, remains as a reminder of those boxes that have come before.

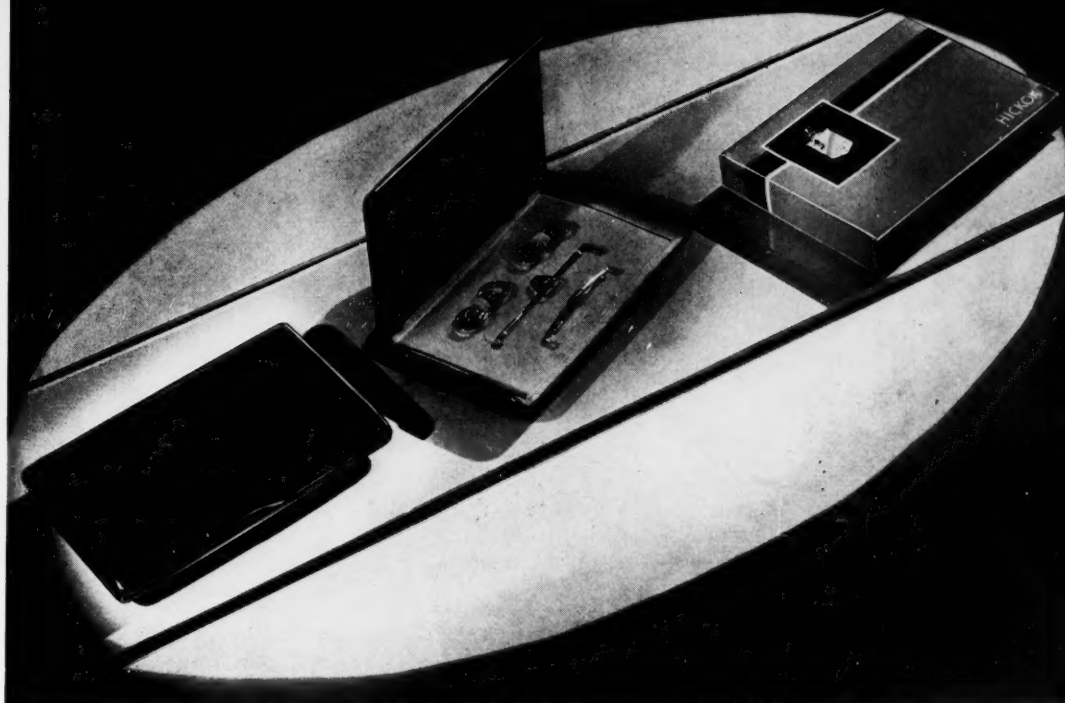
In the second group, too, will be found a garter and suspender set carried within the fold of an embossed, simulated leather book cover—a re-use item which takes an old idea and turns it to a new use.

You will also find the usual assortment of set-up boxes, with a number of pronounced differences. New color

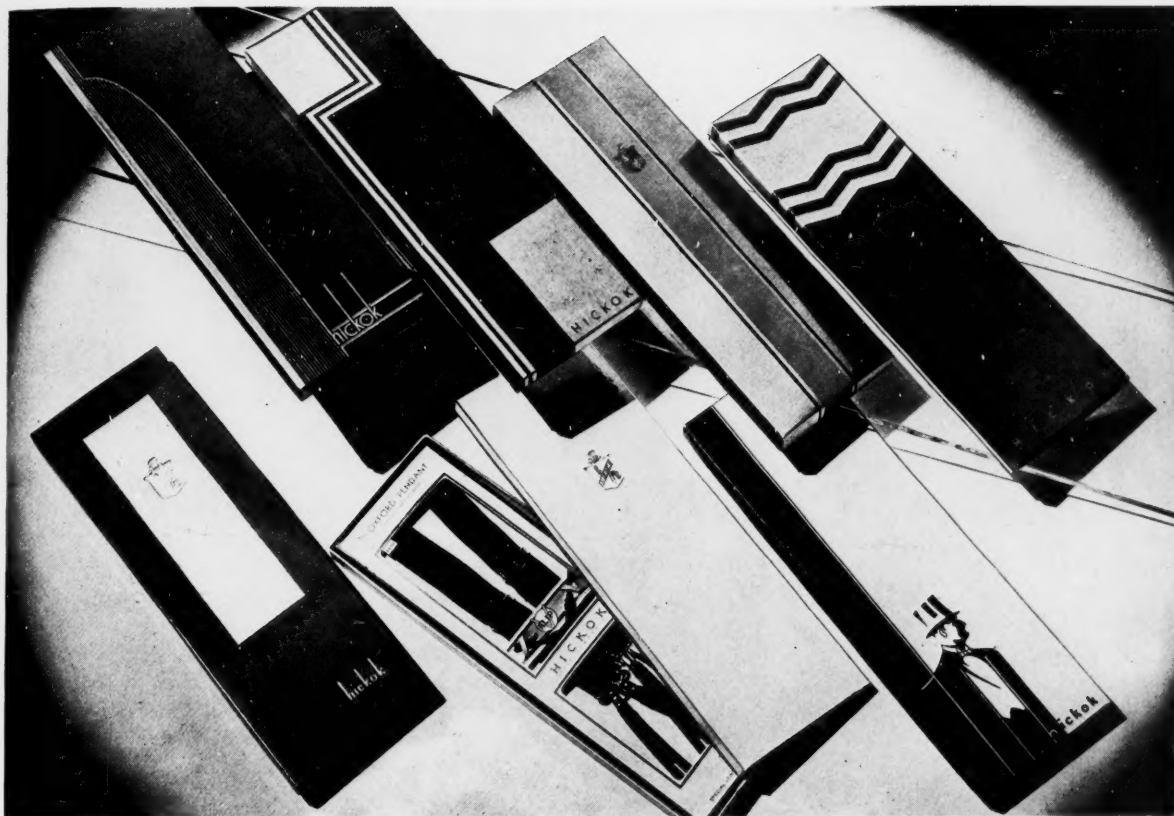
schemes, of course; new designs, of course. And some new constructions. Note particularly the box tops which form display seats for the box itself. This desirable effect is achieved by the utterly simple idea of attaching, within the top at the proper position, a band of paperboard which prevents the bottom from telescoping into the top any further than desired. When, therefore, the top is inverted, the belt-holding bottom sits neatly in display position.

Note, too, the many in-

Combination ash tray and cigarette box, which departs from the conventional, forms a utility display for the Hickok belt. Here it is shown in its various assemblies







stances, particularly among the suspender boxes, in which multi-colored modernism has been replaced by utter simplicity. Interesting effects have been achieved by the use of a single-color wrap embossed in gold with a simple decoration of which the Hickok crest is the dominant motif.

Credit for the manufacture of the various packages illustrated goes to the following companies:

Cartons: Addison Lithographing Company

Set-up boxes: Wm. Buedingen Company and Lorscheider-Schang Company

Humidor cigarette boxes: Molded by Auburn Button Works; metal inserts by L. F. Grammes & Sons, Inc.; plastic insert, Tennessee Eastman Corporation

Cocktail shaker tops: Doehler Die Casting Company

Streamline ash trays: Molded by Diemolding Corporation

The display boxes shown on the opposite page follow accepted types of packages for similar merchandise, but differ in that design and workmanship express a keen appreciation of good showmanship

Modernism and good taste characterize this group of suspender packages—each a revision in design of former containers. Here, the package functions unaided by a re-use feature

Pocket cigarette cases: Molded by Auburn Button Works

Square cigarette boxes: Molded by Auburn Button Works

Large and small ash trays: Molded by Auburn Button Works

Book covers: Textileather Corporation

Now, the details covered, review, in your mind, the line as a whole. Remember the dual trend—complete innovation on the one hand and pronounced revision of decorative effect on the other. Remember that what works so successfully for Hickok is the same motivating human urge for novelty and utility which brings people toward your products—be these haberdashery or groceries. These observations and their interpretation are among the first rules of successful packaging. Ignore them and, save for truly exceptional instances (that are reputed to prove the rule), you set a definite, though unmeasurable, drag upon your products' sales.

BABY TAKES A BOW—AND HEADLINES A LABEL



ABOUT seven years ago Dan Gerber was first impressed with the possibility that there might be a fairly wide market for strained, unseasoned foods for infant feeding. The inspiration was genuine enough and came to light as a result of his own observations at home where the tedious and tiring task of preparing strained vegetable and cereal feedings for a five-months-old daughter was a day-to-day occurrence.

Having "sold" himself thoroughly, Mr. Gerber's next undertaking was to sell his organization, then operating (since 1901) as Fremont Canning Company. Naturally, there were skeptics, and for them he provided the regulation set of tools—a sieve, a heavy spoon and a bowl—and insisted that they learn by their own labor just how much patience and painstaking effort can be exerted with no more reward than an ounce or two of strained food of questionable suitability. Since then, the "convenience" angle has taken a second place in favor of nutritive value and uniform consistency to be had in the commercially prepared product, but it served his purpose well.

Through the summer of 1928 all such things as the proper size and type of package, label, costs, price basis, advertising plan, etc., were worked out in detail. The company—the Gerber Products Division of the Fremont Canning Company—realized the need for a baby picture to illustrate its magazine advertising and mailing pieces. Numerous artists were asked to submit sketches, and from 25 or 30 such offerings "The Gerber Baby"—an unfinished black and white sketch by Dorothy Hope Smith—was selected.

Used for several months, there were some who felt that the public might be tiring of the "Gerber Baby"

and who argued for something new in the way of a baby illustration. But some one with sufficient influence urged "The Gerber Baby's" retention, more or less on a trade mark basis, and that's probably one of the company's happiest decisions, because as a result it has become an institution in most households of the United States where there are babies.

The picture at first was not considered of sufficient importance to merit a place on the Gerber label but, gradually, the hundreds of thousands of requests for the baby picture in a size suitable for framing brought about a realization of its tremendous appeal, and the label was re-arranged to provide space for "The Gerber Baby" in the front panel. The illustrations accompanying this article are furnished through the courtesy of the Michigan Lithographing Company who produces the labels, displays and other printed material used by the Gerber company.

So, Baby "takes a bow" and an encore at that—for it's difficult to side-step the appeal which this reproduction makes. When one views the multitude of packages which aspire for attention on the dealers' shelves and counters, it is rather surprising that such a great number, in their design, miss what seems to be almost the obvious thing—the compelling appeal that comes from simplicity well done and always in good taste. In the instance of the "Gerber Baby," the "subject" incites immediate interest, regardless of season and style, creed or race, and affords an undeniably di-



rect hook-up with the product. The decision which brought about the retention of this infantile "trade mark" was unquestionably a wise one—amply testified by the continuous sales which have been enjoyed by these quality products.

MAKING PLANT FINISHES PAY DIVIDENDS

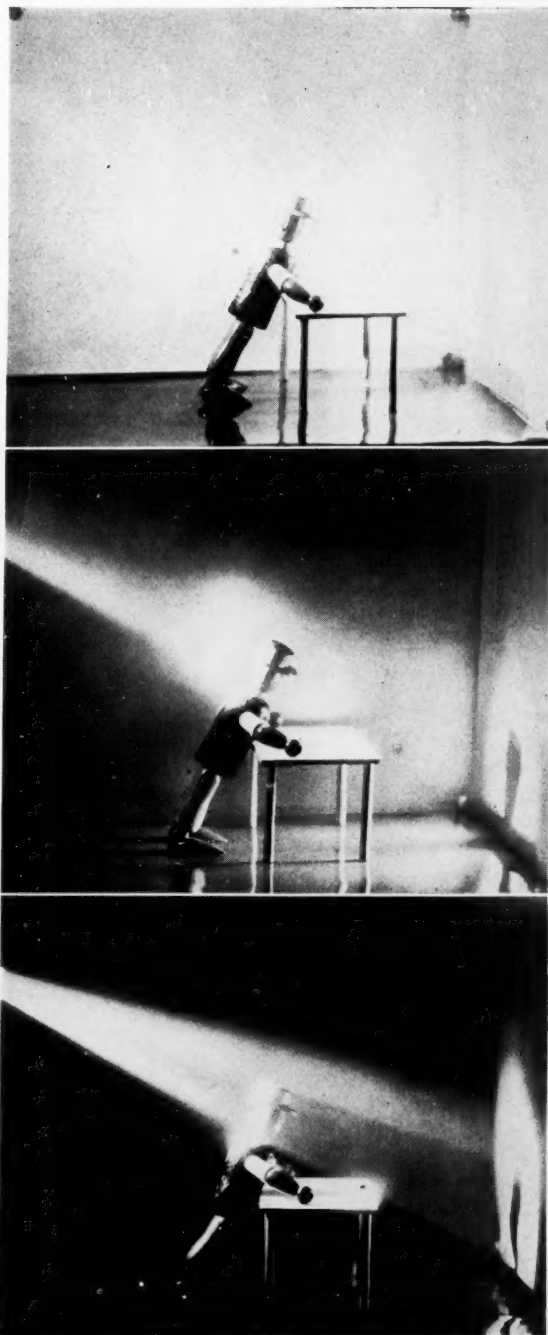
by G. L. Hehl*

THE importance of smart looking and attractive packages is well recognized today. Food and drug plants in particular have gone still further by utilizing paint to create a sanitary and attractive appearance in their plants. Yet aside from sales factors comes a less recognized factor: that paint properly employed directly affects efficiency of lighting, speed and precision in production, and congeniality of surroundings with their effects on employee productivity. Such economics are not based upon fine spun theories. Research and the experience of numerous plants point the way to new economies by means of paint scientifically applied.

Figures 1, 2 and 3 are photographic studies of a robot, made in the Sherwin-Williams Laboratories. The conditions in this small room were identical in all respects save for the color of paint on the walls. Fig. 1 is egg-shell white, with a light reflective value of 87 per cent. Note that the diffusion of light is so nearly complete there is no observable contrast between the light source and the white wall. Fig. 2 is a high grade polished aluminum bronze. The reflection is specular as shown in the sharpness of the image and reflection of the light source upon the walls. Note also the light is carried back across the floor. The light diffusing value ranks with that of silver gray at about 50 per cent. In Fig. 3 where the walls are gloss black a spotlight effect is produced by the same light which so completely illuminated the white room. The entire range of visibility is lower. Notice also that glare, a detriment to good visual working conditions, increases as the light reflection value of the wall surface decreases.

Translated to your own plant walls, these pictures show the value of the proper use of white paint in overcoming eye strain, effecting economies in lighting bills, lowering unit costs and speeding up production.

Workmen groping in poor light are handicapped producers. Considerable time is also wasted trying to see operations, read scales or perform other tasks requiring vision. Glare from direct lighting in dark surroundings blinds workmen and results in costly production and manufacturing errors. And when it is realized that even in the most modern factory, comparatively few workers get the major portion of the light by which they see direct from windows, the importance of high reflective values is apparent. The importance of light reflection from walls and ceilings, as the largest area useful for this purpose, is likewise apparent in the case of artificial light. Even when artificial light is used with the best metal reflectors available, much of the light is reflected and diffused by walls and ceilings. If this were not true it would



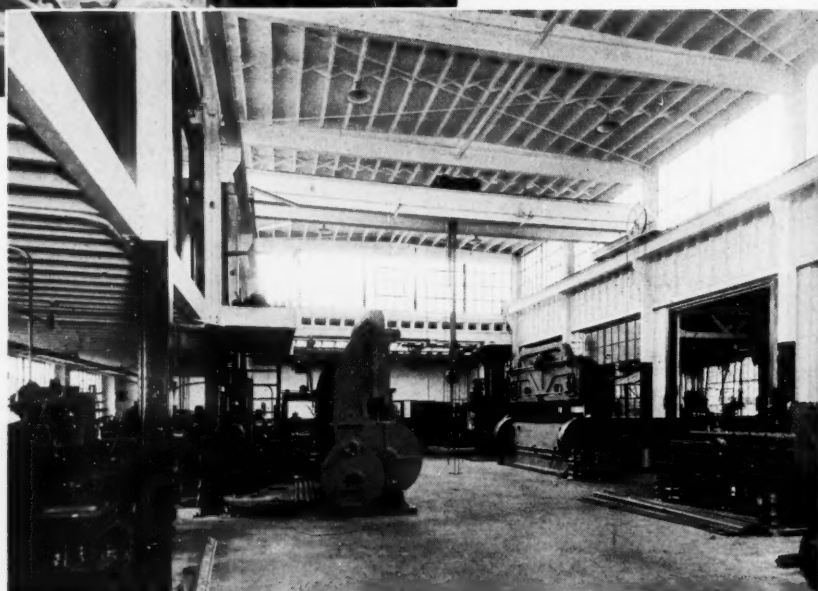
Figs. 1, 2 and 3, showing, by means of photographic studies, light effects obtained under identical conditions but with different color walls. In Fig. 1 walls are egg-shell white; Fig. 2, polished aluminum bronze; Fig. 3, gloss black. This contrast indicates the advantages of the proper use of white paint

* General superintendent, Newark plant of Sherwin-Williams Company.





Reflective values of white paint are shown in these comparative illustrations of the Rafter Machine Company's plant. Fig. 4 (above) is the interior of the original plant; Fig. 5 (at right) is the rebuilt plant, finished with white paint



Glare from direct lighting in dark surroundings places a handicap on workers, resulting in costly production and manufacturing errors whether the work be performed in machine shop, packaging plant or other type of factory

be difficult to avoid the dark shadows which are always detrimental to good vision.

The significance of the reflective values of white paint can best be illustrated by its application to a machine shop. Figs. 4 and 5 show the Rafter Machine Company's plant as it was originally and after it was rebuilt and finished with white paint. Note in Fig. 5 that even where the machinery is closely placed shadows have been overcome and the entire range of visibility is increased by the application of white paint to the walls and ceiling.

Scientists recognize two types of light reflection: "Specular," as produced by a mirror or polished surface, and "diffuse," such as results from use of unpolished surfaces. "Specular" reflection is small from most painted surfaces and is often undesirable in that it tends to produce a glare. "Diffuse" reflection, as its name applies, scatters the light in all directions. This minimizes shadows and dark corners. Where abundance of light without glare is necessary as in the

printing, textile, instrument making and like industries, diffuse light is not only desirable but absolutely essential to production.

A two-fold function of white paint is served at the Scott & Bowne plant where white paint on walls and ceilings and most equipment creates a sanitary appearance and makes the entire building a model in good light values. Figs. 6 and 7 show two views in this building. Note that artificial lighting is placed high and depends upon white walls and superstructure to diffuse this light—making for efficient operating and thorough inspection.

Varying conditions demand varying amounts of light, and the selection of white paint or light tints depends upon conditions. We know from our notes on physics that an unpolished surface of any given color reflects the light of the given color and absorbs the remaining light falling upon it. Thus a green surface reflects green light, a blue surface blue light, and so forth. The proportion of light reflected, which of course is the

only light useful in seeing, so far as reflected light is concerned, varies greatly with different colors and different shades of the same color. The lighter the color and the lighter its shade, the more light is reflected.

TABLE SHOWING PERCENTAGE OF LIGHT REFLECTED BY PAINTS OF DIFFERENT COLORS

White, new	82-89	Buff	49-66
White, old	75-85	Blue	34-61
Cream	62-80	Pink	36-61
Ivory	73-78	Gray	17-63
Green	48-75	Tan, dark	30-65
Yellow	61-75	Red, dark	13-30
		Green, dark	11-25

The accompanying table specifies the light reflection values of several colors. White heads the list by a considerable margin. Even light tints absorb considerably more and reflect less light than pure white. And this is true of paint that yellows with age or becomes dirty.

Where soot, fumes or other discoloring factors tend to reduce the reflective value of white paint, it is often found desirable to use a good grade of gloss white. This not only tends to resist dirt, but may also be washed easily and without injury to the finish. Where the light source strikes the surface directly, however, a gloss finish may produce a glare. In such instances an egg-shell white is used to best advantage. The gloss has been sufficiently reduced to prevent glare. Good

grades retain their whiteness and are sufficiently water resistant to avoid injury from washing. Flat whites are sometimes used when a maximum of diffused light is essential without any specular reflection. They are, however, less easily kept clean.

That sufficient diffused light is essential to efficient production is an established fact more and more recognized yet still too often neglected. Its importance was recognized in the P & S press room, where it was found direct reflected light from electric bulbs overhead produced glare and light spots on the presses. The illumination though seemingly abundant was not satisfactory. Diffused light was necessary to overcome light spots and shadows. White paint was applied to walls and ceilings. The problem was met and eye strain with the workmen was minimized. Where daylight is involved a cut in the power bill is also reported by those who have gained full advantage of daylight by means of white paint. The need and period of time for artificial lighting is reduced.

Laboratory tests employing daylight indicate that about 40 per cent more light falls on the working plane when the walls and ceiling are white than when they are even light shades of green or yellow. Similar tests with indirect artificial lighting, in which case the walls and ceiling are depended upon for light reflection, showed that white was about 67 per cent more efficient than yellow and 78 per cent more efficient than light



Fig. 6. Filling Frostilla hand lotion bottles at the Scott & Bowne plant. White paint is used throughout on walls and most equipment. Sanitary appearance is combined with high light value



Fig. 7. Capping bottles of Scott's Emulsion cod liver oil at the Scott & Bowne plant. White paint plus ample windows and improved lighting fixtures make this plant bright, pleasant and efficient

green. With darker colors the relative efficiency of white paint shows a more marked contrast.

There are other factors that determine the color of paint used, however. In rest rooms a warmer or cooler color may be desirable. Those who have experimented with color report definite reactions. Employees complaining of feeling cool in rooms where blue was used, felt quite comfortable when warmer shades of yellow, orange or light shades of red were employed. Green, though a cool color, is also restful to the eye and is regarded as an excellent color, especially in its lighter tones, for some rooms where a restful effect is desired.

Colors other than white are often desirable on lower walls or dados, as they are often called. One obvious reason is that soiled effects are less evident. Another reason is that too much light might be reflected at work level by the use of white paint. Greens, buffs, yellows, brown or shades of orange are suitable for dados, according to the effect desired. Where heat is excessive it has been found shades of blue or even green have marked psychological effects by making the employee less conscious of the heat.

Another aspect in the use of paint less apparent to the industry arises in its use on machines and other equipment. The food and drug industries were pioneers in this direction. And in all industries those who have dared to depart from the usual black or grays have discovered distinct advantages in so doing.

A New England shoe manufacturer was faced with repeated complaints of eye strain from experienced employees. Investigation revealed they were sewing with black thread on black shoes and trying to see these against the black background of the machine. It was decided to paint a few of the machines a contrasting color. Better work resulted and complaints of eye strain ceased. So pleased were the workmen involved that others asked to paint their own machines. Soon every department wanted its machines repainted, and the workers were willing to do this themselves in slack times. Different color schemes were tried in different departments. Smocks to match were even purchased by some workers. Great pride was taken in the upkeep of the machine and, all important from the manufacturer's standpoint, spoiled work and accidents decreased and production was speeded up. Less tangible but also important was the congenial factory spirit built out of the application of a little paint.

Package manufacturers so aware of the sales appeal of smart and attractive packages for women may well be guided in creating the most congenial atmosphere for their women employees. And while tastes differ, it has been found that men are sensitive to their surroundings and work with greater care and speed in pleasant surroundings. Lighter shades of paint are always desirable for maximum light and a variety of harmonies may be successfully employed.

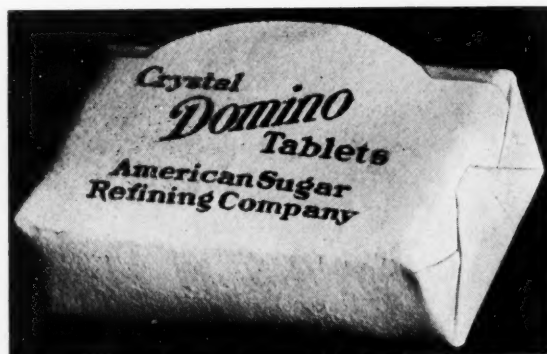
Soft shades of green are particularly suitable for machines due to their restful and harmonizing qualities. Other colors are often more desirable. Where

heat is excessive, blue may add to the comfort of the worker. The color of the work done may also determine the color of the machine. Also the desire to create a white sanitary effect.

Sherwin-Williams research engineers have recently given considerable study to paint as applied to industries—plant interiors, equipment and products. They are always ready to recommend finishes and point to dividends earned by the proper employment of paint. Saving the surface remains a major function of paint. But paint as light, paint as a means of creating a congenial atmosphere and effecting marked economies is proving other salient functions.

FOR MORE CONVENIENT SWEETENING

A new and improved form of individually wrapped sugar tablets is being produced and is highly recommended to restaurants, hotels, clubs, luncheonettes and fountains by the American Sugar Refining Company. The improvement consists of a novel tab on the outer edge of the wrapper, an ingenious and convenient device which allows restaurant patrons to remove the wrappers from the sugar tablets



more conveniently, and in less time. The new tab wrapper is also being used on Crystal Domino Tablets and Domino Pressed Tablets, individually wrapped.

In addition to the greater convenience of patrons and the saving in time made possible by this new wrapper, the manufacturer further points out that it can be easily removed in one piece.

In announcing these new wrapped tablet services, the following statements are made: "For the establishment which at present uses granulated, cubes or unwrapped tablets on the table, our wrapped services offer these advantages: they eliminate waste from spillage, dampness and dirt; they are far more pleasing to patrons; by actual test there is economy in serving our tablet sugar, pound for pound there are more servings from individually wrapped Crystal Domino Tablets or Domino Pressed Tablets.

"Still greater value is offered by our individually wrapped Crystal Domino Tablets and Domino Pressed Tablets, for the wrappers not only assure absolute cleanliness of the sugar, but permit the use of a crest, insignia or other appropriate advertising message."

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ALL DRESSED UP AND SOMEWHERE TO GO!

by P. L. Littlewood

SEVERAL years ago, a package designer and a sculptor got together and created an attractive, modernistic glass container for Bred Spred preserves. Quite unexpectedly the new package created considerable fuss and hullabaloo among preserve manufacturers. Those who had been satisfied for years with packages of battleship construction and stock jar design suddenly caught the packaging fever. In the year or two following, many new and modern preserve jars were brought out. Practically all imitated in general effect the currently popular skyscraper lines of the patented Bred Spred Jar. This package, in the meantime, skyrocketed sales approximately 400 per cent above the previous high for Bred Spred Preserves. It goes without saying that the Glaser, Crandell Company, sponsor of Bred Spred, considers it a success.

Rather than rest on its laurels, however, as time went on this company felt that further strides were to be made before perfection could be achieved. No one had

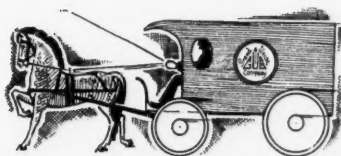
succeeded in designing a glass package as a harmonious whole. The designs were conceived from the shoulder of the jar down. Above the shoulder rose a neck whose length, shape and proportions were dictated entirely by the type of closure with which each package was to be sealed. In many instances it outweighed the beauty incorporated below, to a disappointing degree. It was much as if an automobile designer would work out a handsome body and chassis, and then proceed to leave the motor and other machinery crudely exposed at one end of the car.

There were other imperfections in the majority of preserve packages, too. Tall jars of preserves are anything but practical in the home. They tip much too easily, and a spoon would not reach the bottom of the jars without getting the handle all sticky. A longer handled knife will "touch bottom" but preserves are no easier to handle on a knife than peas! Housewives repeatedly declared that they (Continued on page 84)



FOR THE MAIN STREETS OF AMERICA

*by William Longyear**



THE GRAND UNION COMPANY and its running mate, The Grand Union Tea Company, rate as one of the half dozen most important chain store groups in America.

The story of Grand Union labels runs parallel with the history of label design in America. The original labels go back sixty-two years to the birth of what is now the second oldest chain store in the country. As children most of us remember the Grand Union Tea Company horse and wagon on its house to house calls from its headquarters in the local town. You may recall those traveling markets, but have you heard of F. S. and C. D. Jones who peddled their market basket wares from door to door in Scranton, Pa., in 1872? These two men "designed," filled and sold the first dozen packages, forerunners of the million which now carry the Grand Union name. In Scranton today a super market stands on the site of the little building which served the Jones brothers and their market basket business.

The business developed from market baskets to wagon routes throughout Pennsylvania, and then more wagon routes to thirty-six states in the Union. Those who succeeded the founders of this thriving business carried on the program of expansion and of distributing groceries to the nation. Numerous independent companies and subsidiaries were combined into the Grand Union Company which operates the retail stores and the Grand Union Tea Company which runs its wagon routes over the by-ways of the country.

The accompanying illustrations represent only two of several brands fostered by these companies although a complete list includes hundreds of new labels under various brand names. Scores of these have been re-designed in a distinctive manner.

The evolution in label design becomes apparent on reference to the original and the present Grand Union labels shown. In the new designs the paper can labels set the pace for the brand in a black, gold and white scheme. The colorful vignette of fruit or vegetable

forms a bull's eye against the central black panel on each can. The brand name in clean black lettering has excellent visibility in a gold panel. These paper labels were designed first, then followed scores of bottle labels and cartons, all styled in the same simple direct manner, each retaining a strong resemblance to the brand group to which it corresponded.

Freshpak packages are all the name implies in their graduated tones from dark base to light top. Here again the can labels set the pace and the many other items gracefully fell into the family line. Note especially the transparent wraps for dried vegetables.

Millions of these new labels will soon find their way to the Broadways and Main Streets of America.



Above: The old Freshpak packages. Below: The four stages (left to right) in the development of the Grand Union labels



* Supervisor of Professional Contacts, Pratt Institute.

On the opposite page: Above, a group of the new Freshpak packages—a family of some three hundred items. The transparent cellulose wraps typify the progress made in printing on this material. Below, some of the new Grand Union packages—forceful patterns in gold, black and white



PACKAGE IDENTIFICATION AND PROTECTION

by Waldon Jawcett

RECOGNITION is in sight for expanding and progressive principles of package protection. Not official, Governmental recognition, as yet.

But acceptance by forward-looking forces in business. Which latter is a necessary prelude to endorsement or enforcement by Uncle Sam. By and large, this gain for the cause of package protection is part of the current general movement for the protection of original designs in industry. But, any means to the end is good, so long as it broadens the scope of security for the original distinctive package.

The new set-up of package design protection is emerging as part and parcel of the scheme for self-certification of designs by industry. Failing to persuade several successive Congresses to pass a Federal design registration law, lone industries and groups of industries have lately been setting up their own private clearing houses for exclusive designs in products and packages. Groups of designers have provided alternative agencies to the same end. As, for example, the National Alliance of Art and Industry. These are the constructive forces which are bringing the much-needed more liberal concept of the package features which are entitled to monopoly in use.

The beauty of the new arrangement, from the standpoint of the packager, vigilant for the "dress" of his goods, is that it recognizes several different classes of species of designs. And, thereby, gets into step with trends in packaging.

No less than four separate and distinct classes of designs now have place in the packaging scene and need protection. First, and most numerous, is the "individual design." By which is meant an original arrangement of line, form, or color that produces a visual decorative effect. But which stands as a lone or solo package, not sharing its distinctive get-up with any other unit or container. This isolated pattern in package design is the only version of package expression

which has had much chance of protection, as an "invention" under the design patent law. But it is only part of the plot of modern packaging.

The second version of package design, and one sorely in need of special protection, is "design style." Here, the basis of the right-of-discovery is technically the

same as in the above-mentioned individual novelty. But design style may be shared by a group or series of associated expressions. The outstanding example is the "family" of packages, or the full line of related container units—large or small groups of packages which vary in size, etc., but which maintain the family resemblance. It is this "racial character" in packages that gets recognition in the millenium at hand.

Number three in the expanded category of package design takes care of all the new, original effects in package fabrication accomplished by fresh adaptations or combinations of materials. In effect, the intent is to recognize

and reward the pioneer who switches packaging mediums or transfers inspirations to packaging from other art or industrial fields and thereby attains a unique effect, thanks to the new environment. A prime illustration of the technique is supplied by the ingenious application of molded plastics to packaging purposes.

Finally, in the stretch-out of package protection, comes the subdivision that begets recognition for the assets of the exploiters of original utilitarian packages and "convenience" packages. This covers functional-decorative designs. Translated into packaging terms, this spells safety from imitation for unique closures, measuring devices or other package adjuncts which serve a practical purpose or perform a useful function but which, at the same time, produce a distinct decorative or ornamental effect.

While this elaboration of the package design plot has, as yet, only such force as voluntary acceptance by industry can give it, the de- (Continued on page 81)

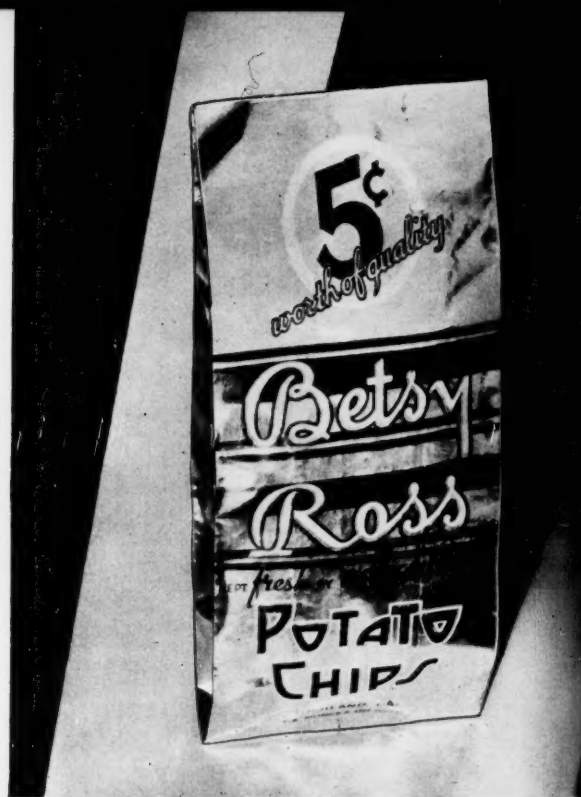
Package protection groups itself into four classes, namely, those which apply to individual design; style, as applied to package "families"; fabrication or the application of materials, and "functional" decoration. Recognition of these and the need for security from infringement and imitation have already received endorsement from various groups within industry, and this paves the way for Federal acceptance and, in effect, establishes a basis from which standards can be formulated when adequate laws are provided.—Editor.



EXTRACT packaging in the new style. Fast disappearing are the old optical-deluding panel bottles heretofore used for extracts, which toppled over in the slightest breeze. Broad bases, honest, attractive shapes, civilized labels, are the new trend. Also gone are the old messy stoppers, replaced with molded plastic screw-caps like these. Shirriff's Ltd., of Toronto, Canada is introducing these new extract packages which were designed by Sampson-Mathews, also of that city.

Shown in enlargement—each bottle is actually about five inches in height and holds 1½ oz. of extract—these packages strike a decidedly new note in containers for food flavorings and will command immediate interest from the housewife. Photo is by

courtesy of General Plastics, Inc.

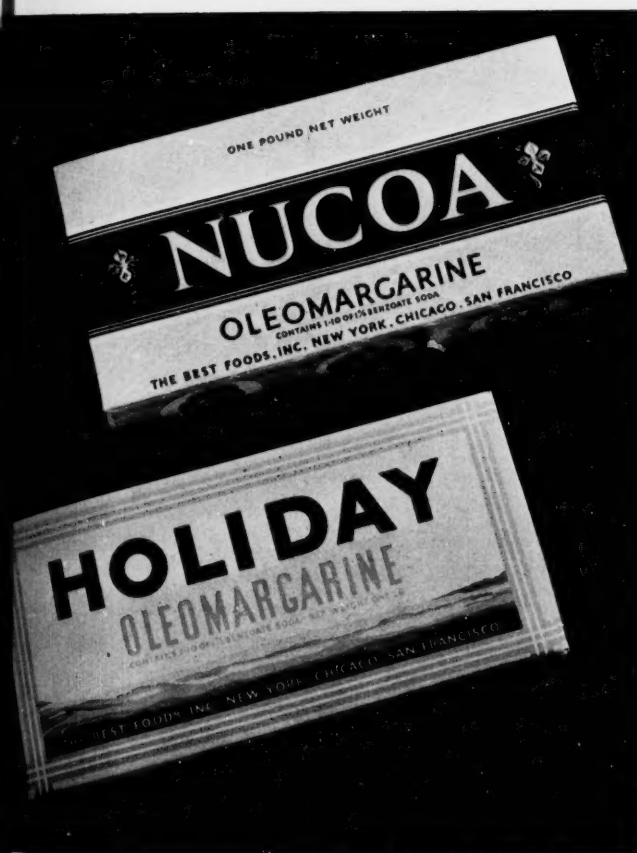
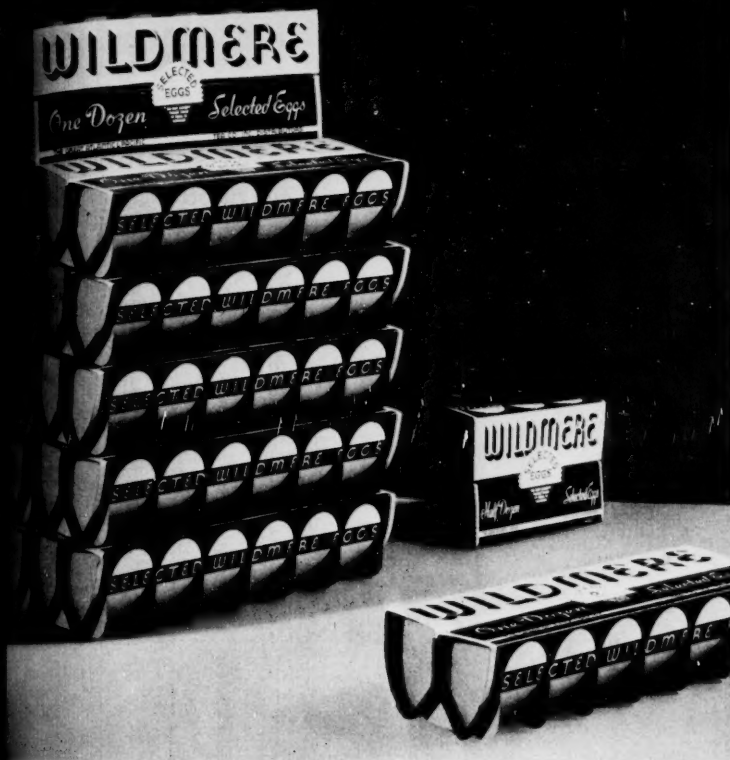


★ Above: Dryden & Palmer, Inc. presents its Syrup of Rock Candy in a new bottle for the family cupboard. Metal label and colored aluminum screw cap. Bottles are supplied by the Salem Glass Company

★ Below: Vacuum packed tea in lightweight tumblers is one of the smart merchandising ideas of the year. Sands, Taylor & Wood Company uses the Libbey "Safedex" containers for its King Arthur brand

★ Above: This new metal bag is being used by the Ross Potato Chip Company to prevent chips from becoming stale and rancid by keeping out moisture and light. The bags are made by the Reynolds Metals Company

★ Below: E. & A. Opler Company has increased sales for "Our Mother's" chocolate (two half-pound cakes per) with this "combination" package which includes a fudge pan. Labels by U. S. Printing and Lithographing Company



- ★ Above: Egmont Arens, who designed this egg carton for the Great Atlantic & Pacific Tea Company, believes in showmanship. From this it would seem that even the lowly egg can sell itself if given a chance
- ★ Below: The Nucoa package won out against twenty-two others submitted to Best Foods. Blue and yellow with the word "Nucoa" in orange against the blue. Designed by Arthur S. Allen's organization

- ★ Above: An effective and characteristic display serves for counter sales of individual transparent packages of Parmesan Royal cheese. The display container is designed and made by Brooks & Porter, Inc.
- ★ Below: The new Pebeco tooth powder is being offered in a metal container with a "thumb action" closure top—opens and closes with a flip of the thumb. Cans are being made by Continental Can Company

"Ah-h a
beautiful tumbler



... and it has one of
those easy-to-open tops
... guess I'll buy it

A Goldy-sealed Re-use Container Insures ✓ Easy Opening ✓ Vacuum Sealing



● Women like to get something for nothing. No question about it, re-use containers are creating additional retail sales.

But if the top has to be punctured so that it is no longer usable as a cover; then has to be tapped and pried at and fussed with to get it off... well the woman is just plain *annoyed*. And the next time she is in the store she's apt to resist *that* re-use appeal and buy something that looks *easier* to open.

That's where the Goldy helps. Women prefer it because it is off in a jiffy. The top doesn't get bent. It's still acceptable as a cover until the product has been used up.

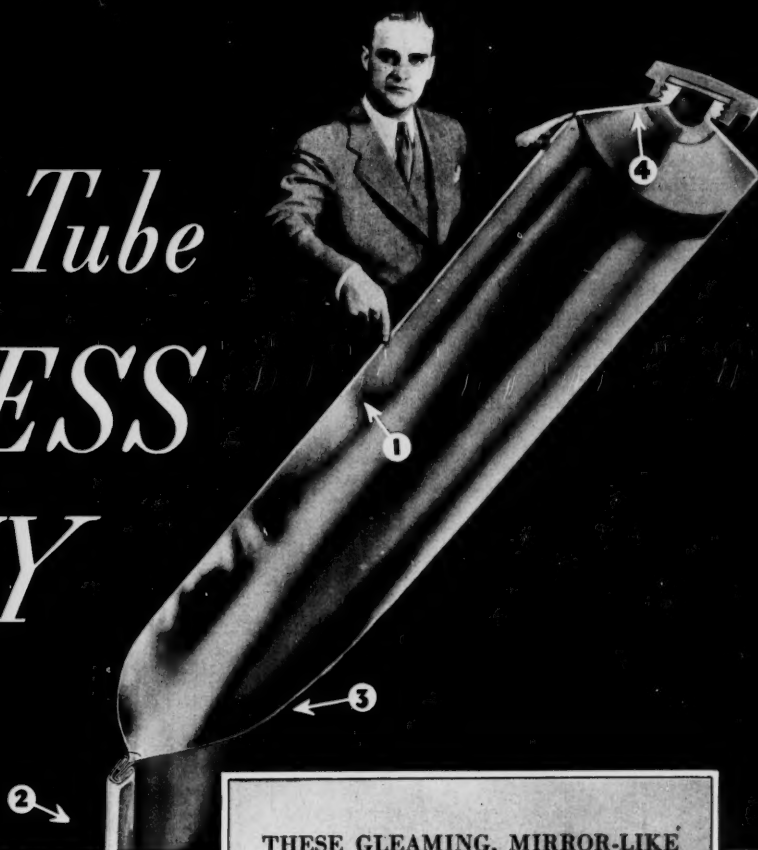
Whatever you pack there is a Goldy which will help YOU make more sales and profits. The story is too big to crowd it all into this space. Write ALUMINUM SEAL COMPANY, NEW KENSINGTON, PA.

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Alseco SEALS AND SEALING MACHINES



This Collapsible Tube COSTS LESS TO BUY



...YET GIVES THESE EXTRA ADVANTAGES

●Economy doubles and triples the profit opportunity Alcoa Aluminum tubes offer you: That clean, sterile side wall (1) is pure, non-toxic Aluminum. Sales in the balance can be swung to *your* product if women know that YOU protect its quality this way. Alcoa Aluminum tubes are stronger, too; they permit (2) crimped, clipless closure. This remarkable metal is also (3) soft, flexible; easy for dainty feminine fingers to squeeze. Aluminum's strength also assures firmer threads (4) that won't "cross" and annoy users.

In addition to all these is FEATHER-LIGHTNESS. You make real dollar-savings each year on the cost of shipments to your trade, in duty on export shipments, etc.

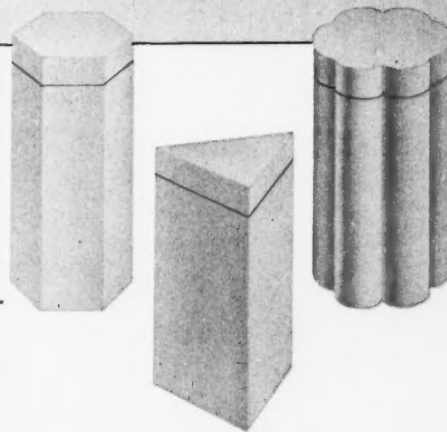
Alcoa Aluminum collapsible tubes are made in *every* size, from the tiniest up to 2½" in diameter by 11" long. They are used for everything from cosmetics to food to paint. Let us give you the whole of the interesting profit story. Write ALUMINUM COMPANY OF AMERICA, 1829 GULF BUILDING, PITTSBURGH, PA.



THESE GLEAMING, MIRROR-LIKE

BOXES

WILL HELP MAKE MORE SALES



WHAT SHAPE WOULD YOU LIKE?

Light, strong re-use boxes made of impact-extruded Alcoa Aluminum add richness, quality, yet are surprisingly ECONOMIC. Write for facts.

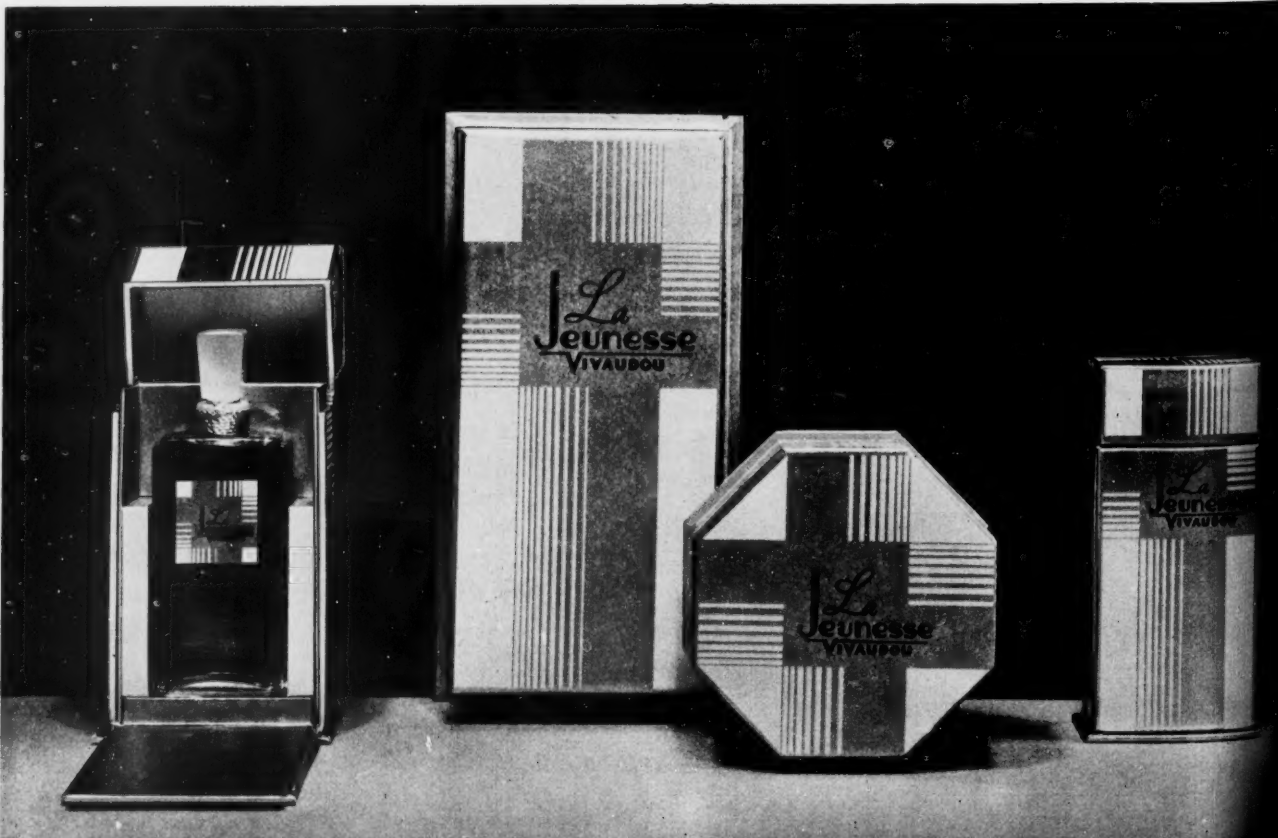
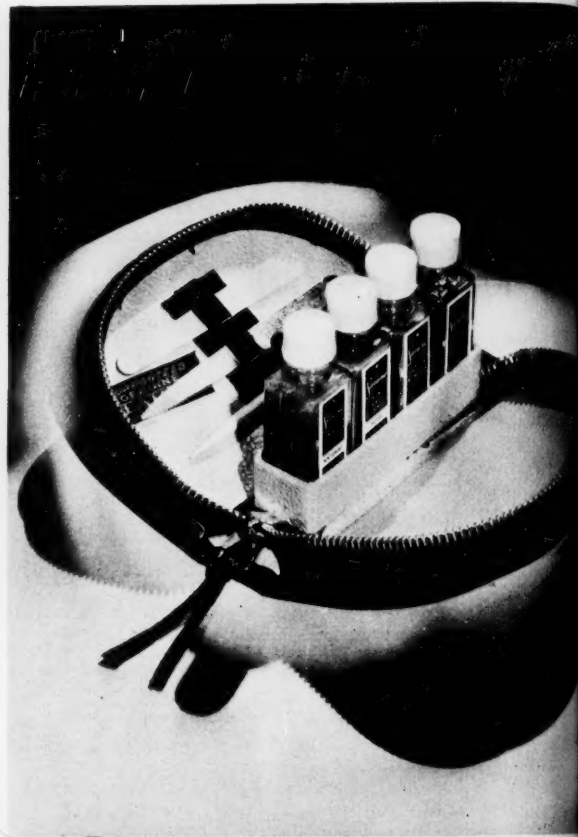
ALCOA · ALUMINUM

★ Below: Three-way tie-up between name, trade mark and closure on the new package for Crown Lavender Smelling Salts, distributed by Schieffelin & Company. Caps molded by Armstrong Cork & Insulation Company

★ Right: M. V. C. Laboratories uses genuine leather zipper cases for its Sarane manicure sets. The bottles stand upright in the case, fitted with molded Plaskon closures, cases are by Travins Leather Products Corp.

★ Lower half page: Mary Briggs of the office of Arthur S. Allen designed the new La Jeunesse Vivadou packages for the Vadsco Sales Corporation. The color combination as used in this series of labels and boxes—yellows, gold and black—is striking and has been well received. Mary Briggs, incidentally, was the designer of the front cover used on the

issue of MODERN PACKAGING



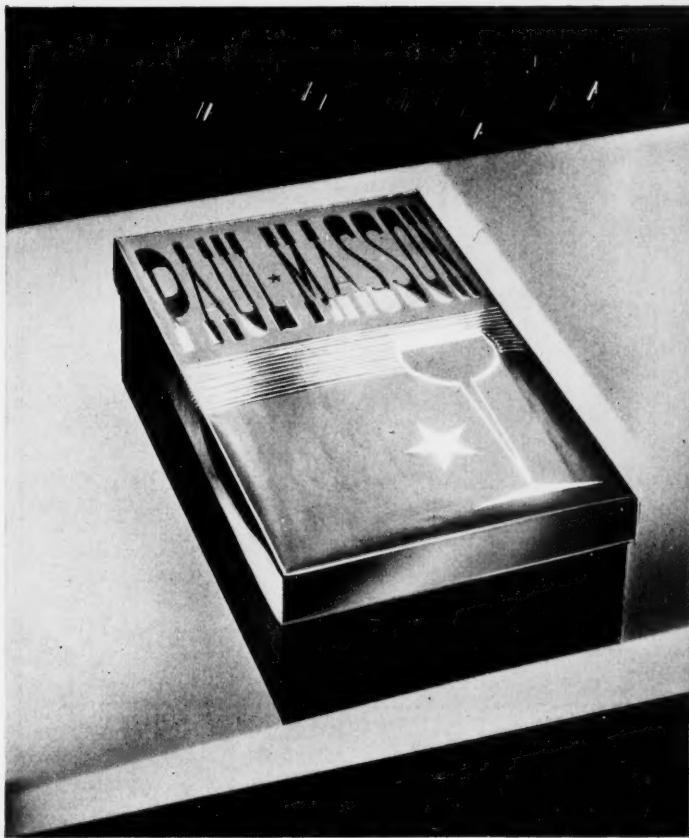
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★ Above: Special corrugated cases, carrying appropriate Christmas decorations and available in two sizes, are offered to brewers by Owens-Illinois Glass Company. In attractive dress these provide excellent display

★ Below: D. W. Putnam Company uses legally approved packages that serve both as displays and utility containers for its Golden Age Champagne Cocktail. Packages were designed and made by Rochester Folding Box Co.

★ Above: Here's a new type of package for two bottles of champagne. The cover, in metal foil, is yellow and blue. A corrugated liner inside serves as a divider. Raisin & Thiebaut Bros., Ltd. is responsible

★ Below: The Tom Collins Corporation uses this appropriate Christmas package for two bottles—Old South Mint Julep and Old South Planters Punch—de luxe beverages both. The creative work was done by the company



★ Above: A. G. Spalding & Brothers package their Golden Glove boxing gloves in a gold and blue (not black and blue) box. The wrap was designed by Frank Condon and produced by Baner & Mayer

★ Below: A metal label, the carton printed in silver to harmonize and the bottle of the popular Imperial Oblong design of Owens-Illinois produce an effective assembly for the package used by Kelpex Laboratories, Inc.



★ Above: Jenkins Brothers' Gold Friction Tape is fast moving in this package and display, designed by Egmont Arens. The friction tape box is printed in brilliant red with white lettering and embellished with gold

★ Below: Shapleigh's Ultra Casting fishing line is ultra packaged. Labels and box designed and made by F. M. Howell & Company, who also designed top of molded box. The latter of Durez, molded by Norton Laboratories



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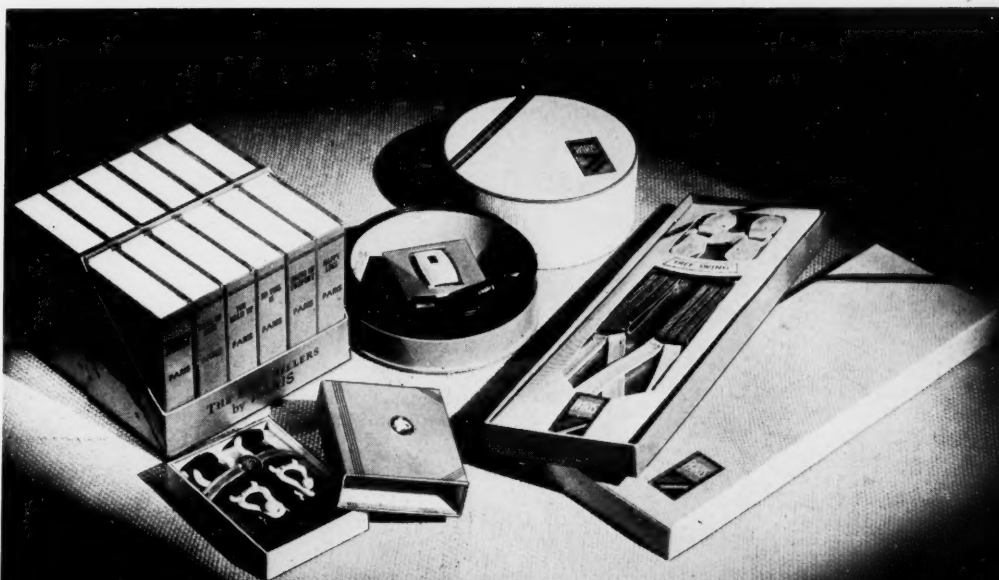
PARIS SHOWS THE "FAIR" INFLUENCE

SEVERAL attractive numbers of Paris garters and Paris belts are packaged this season in solid walnut containers which, when empty, can be used as cigarette humidors or trinket boxes. The motif followed in the design of these novel boxes shows definite response to the influence of the architectural pattern so much in evidence at the Century of Progress Exposition held in Chicago.

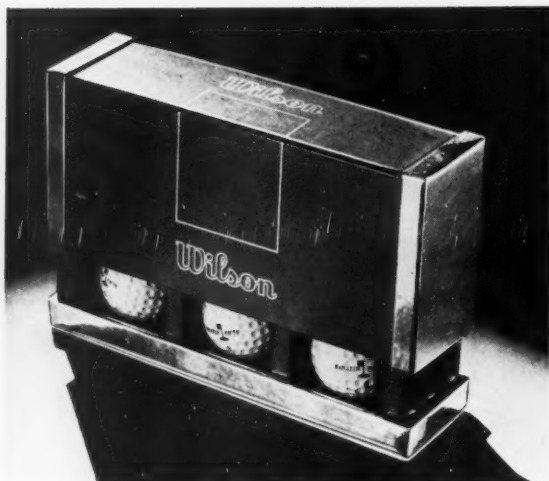
Another package which A. Stein & Company has introduced this year, and which elicits special mention, is a miniature book-shelf containing a row of simulated miniature books. These "books" carry such intriguing titles as, "The Hold Up," "So This Is Paris," "Happy Legs," "The Long Stretch," "Days of Ease," "Hours of Comfort." Across the front of the book-shelf appears the statement, "The Best Sellers by Paris." Two

styles of Paris garters are packaged in this manner and it is reported that there has been a heavy demand for this unique box.

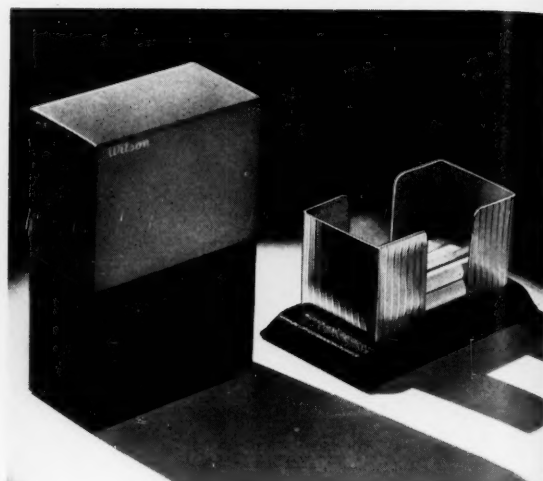
A new product, the "Free Swing Back" suspender, makes its appearance in an effective box and folder combination, the latter permitting a view of the braces. Incidentally, it is claimed by the makers that "even if you were the daring young man on the flying trapeze" you could not displace these "Free Swing Back" suspenders. It is interesting, further, to note that sales of this product reached such proportions that the makers were sold out early in November for the balance of 1934.



Above are the wooden re-use containers used this year by A. Stein & Company. At right are shown the new garter, belt and suspender packages



In red, black and silver, this "half-dozen special" box with its supply of Hol-Hi golf balls makes a successful drive for holiday sales



Six neatly boxed Wilson golf balls nestle into a cigarette holder of chromium plated metal with a leather covered metal base

LIFTING OUT OF A SEASON STYMIE

"**T**HERE is nothing particularly difficult about pulling a rabbit out of a hat if you know how, and Christmas gift problems are no different." It was this belief that led the Wilson-Western Sporting Goods Company to consider ways and means of stimulating sales, during an otherwise comparatively dull season, for its Hol-Hi golf balls.

Sporting goods manufacturers, especially those interested in golf equipment, have a difficult time in keeping their plants busy during the fall. They have all tried to overcome this. Moreover, they have attempted repeatedly to break into the Christmas market, but with indifferent success. It seems that when Mrs. Jones wants to buy Mr. Jones something for Christmas, she goes in for haberdashery and such items which she can purchase at men's furnishing stores—it's seldom on such a shopping tour that she

visits the sporting goods shops. Unless hubby is Florida bound, he defers the purchase of his golf balls until the local greens are in fit condition. And these circumstances naturally slow up the demand for such equipment during the Christmas holiday season.

So L. B. Icely, president of Wilson-Western, gave consideration to re-use packages, and in them found the solution of the problem. The practical working-out of his ideas, designed in tangible form by J. C. Ewell, is evident in the accompanying illustrations. Three items of definite re-use value and a fourth, which sets a high standard as a gift box, were developed, and each of these packages contains a welcome supply of quality golf balls. And thus is a double urge created, for the buying incentive induced by the package complements that of the contained merchandise.

But this strategy does not stop here, for not only does this "glorification" of the product enable it to attract greater attention in its regular sales habitat—the sporting goods store—but also opens up new outlets. For the company is winning ready acceptance of these items in haberdashery and men's furnishing stores. Furthermore, it is believed that these distributors will continue to carry them after the Christmas season, selling the items as regular lines. A further outlet is among the golf club professionals, who are being encouraged to show the packages to their club members, suggesting them as gifts to their friends.

Mr. Icely stated recently: "We have gone to great lengths to be certain we are on the right track in this effort to make sporting goods predominate on the holiday shopping list. We have always felt that



A logical two-some is offered by Wilson-Western in this re-use package—a genuine leather traveling case into which fits a round dozen of the fairway chasers

certain methods in the sale of larger units of merchandise could be applied to an item like golf balls. We held conferences with merchandising experts in the leading shopping centers. We talked to buyers and customers themselves. We conferred with some of our leading dealers who have a practical knowledge of customer demands. The outcome is that our friends, our dealers and the experts themselves have unanimously agreed that the Wilson-Western plan of giving plus-value in the packaging of golf balls is certain to be a holiday sensation and to pave the way for future developments of a similar character in other lines of sporting goods."

The price of the Hol-Hi golf balls is \$9.00 per dozen, \$4.50 per half dozen. In each case the packages will be included at no additional cost, as this buying incentive will stimulate sales during an otherwise slack or indifferent buying season.

Contributing to the assembly of these packages are the following: The cocktail shaker was made by the Federal Glass Company, the metal seals on the trans-

parent cellulose wraps for the balls by the Tablet & Ticket Company and the carton by the Ace Carton Company. The set-up gift box containing six balls was made by W. C. Ritchie & Company. The metal base of the cigarette holder is by F. H. Noble & Company; the top a product of the Master Paper Box Company. The traveling kit was made by Charles Doppelt Company.

The Wilson-Western Company has always displayed progressiveness in the development of its products and has been responsible for many innovations in sporting goods. To turn to sensible and attractive packages as a means of stimulating the sales of its products was but a logical step. With this as a most propitious beginning in the creation of useful gift packages, it can be anticipated that further attempts will produce even more intriguing examples.

As a means of encouraging attention to the packages, the company provides its dealers with special booklets, printed in color which they may mail to all of their customers. In each booklet the packaged gifts are

described, besides many more which are designed to create the idea that "a true holiday gift is a useful item of sports equipment." The company also distributes colorful display cards for holiday displays. Captioned "The Appreciated Gift," these counter cards emphasize the plus-value packaging idea and help to sell the buyer on the idea that the best and most appreciated gift is one that the recipient can put to immediate practical use.



For the "nineteenth hole" and elsewhere. Just shake out the dozen golf balls. The cocktail shaker is of hand-blown glass, decorated in modern style with fired-in silver bands striped with ebony black, and a regulation full metal strainer top

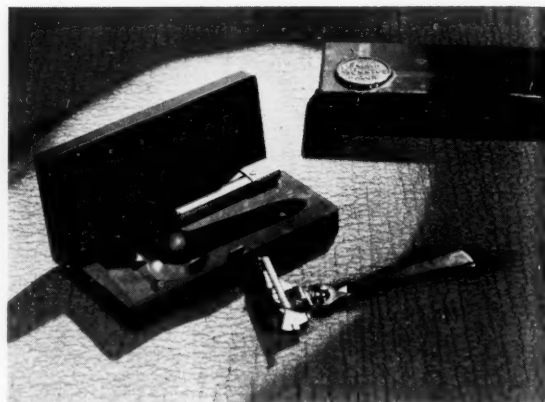
DESIGNING A MOLDED RAZOR BOX

by Franklin E. Brill*

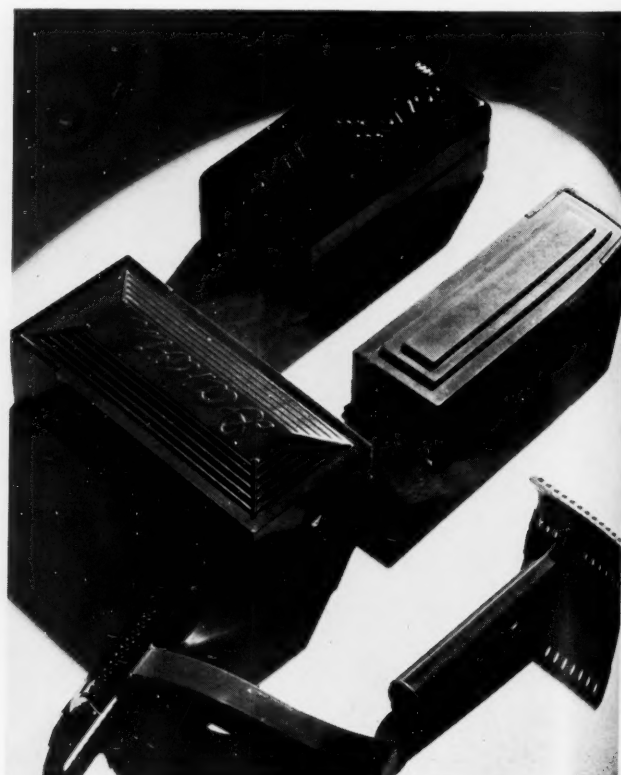
ONE of the best applications for molded plastics are razor cases. Any one analyzing the requirements of the ideal razor container will usually end up with the qualities found in plastics. For instance, a razor box should resist soap and water, and should be washable inside and out. It should be light and dent-proof for traveling. It should be partitioned to keep razor and blades from bouncing around. It should look and feel solid and permanent for sales appeal in the store. Molded boxes have all of these qualities.

In my opinion, most of the molded boxes used for razors—and there have been four in the last few months—have been well designed on the inside, but their exteriors leave something to be desired, both in appearance and practicability. Exterior surfaces, it would seem, should be kept as smooth and unornamented as possible, to avoid that messy look which must follow when engraved surfaces are handled with soapy hands and allowed to dry. Every little indentation, every projection, every rib, is a catch for soap or brushless shave cream. It's not that the user is careless or messy; after a few mornings he discovers that soap has worked into the crevasses and can't be removed easily, so he gives up. But the razor manufacturer suffers from the psychological effect of the messy box.

* General Plastics, Inc.



If I were designing a molded box for a razor, my first alteration with my client would probably be due to my insistence on a smooth exterior. Naturally I'd try to shape the box to fit the hand, and I know that even with wet hands plastic surfaces are less slippery than most, so projections for better grip could be ruled out. The ribs and engraving on the present boxes are all on top anyway, and would help little if any. Furthermore, if I wanted to make the box supremely easy to handle, I might shape it somewhat like a flat dumb-bell, widen- (Continued on page 80)





A group of display boxes, which are styled to conform to the corresponding labels for each item, afford the opportunity for effective presentation. Designed and made for The Newton Line Company

THE "EDGE" OF THE LITTLE FELLOW ON BIG TIME COMPETITION

by Everts H. Howell*

IT is a human trait to stand in awe of anything that is bigger or different than we are accustomed to face. The principles involved in the financial dealings of millionaires are exactly the same as those of ordinary transactions. Yet how panicky we get when a few ciphers are added to the figures.

It is easy to understand the feelings of the small manufacturer who is blinded by the brilliance of packaging stunts put out by a big competitor. He often feels a hopeless inferiority regarding the whole matter and evades the problem by submissive resignation or by minimizing in his own mind the benefits which his rival will receive.

He might better face the facts manfully, for there are many effective things he can do about it, if he has the courage to attack his problems directly. First of all, he will find that the fundamentals of good packaging are simple in themselves and the application of a logical mind will develop many practical ideas in regard to his own problems. Secondly, he will find that while his small size naturally imposes some handicaps, at the same time it also provides some distinct advantages.

One advantage is psychologically important. The trade and public naturally expect great things from a large manufacturer and if the truth be known they are often hard put to live up to expectations. In a case of David against Goliath the crowd is always rooting for the little fellow. If he can develop a really praiseworthy idea, he will get a greater proportionate amount of credit than a larger firm with the same idea.

I know of a case where a comparatively small manufacturer set itself earnestly to the task of improving its

packaging. It succeeded so well that distributors for a large rival bitterly complained to their company that the small outfit was getting out better material, although such was not really the case.

The greatest difficulty which the small and medium sized manufacturer must face is his smaller volume requirement, which invariably brings about a larger unit cost for anything he produces. He knows that if a larger manufacturer is contemplating a packaging innovation that hundreds of dollars worth of speculative ideas are his for the asking.

He would feel better if he knew that this vast flock of ideas is often a cause of great embarrassment to the large manufacturer. There often arises the bothersome little problem of liking one fellow's ideas best, but another fellow's prices better. Then there is the pesky coincidence, whereby one supplier may submit an idea which was already in the mind of the buyer. If the supplier loses the order to some one else it is pretty hard to convince him about the accidental coincidence.

The best course for a small manufacturer to pursue is to search out a source of supply which bears a reputation for honesty and sincerity, which has proper facilities for producing the work, together with a capable designing department, and a reputation for sane, constructive, intelligent thinking in the solution of its customer's problems. Then he should lay his cards frankly on the table, explain his problems fully, ask for cooperation in his interest, and place a full measure of responsibility on the supplier's shoulders.

When a man has to use selling pressure he is mostly concerned with getting the order. When it is a case of shouldering the responsi- (Continued on page 78)

* Secretary, F. M. Howell & Company, Elmira, N. Y.

PETER PAN COMES OF AGE

UNLIKE Barrie's little boy who never grew up, here's a Peter Pan article whose appearance stamps it as the product of mature merchandising perception and development.

If first impressions of a package bespeak the discernment of its producer, Peter Pan emanates from an environment where seasoned sales judgment and consummate attention to details combine to introduce a new product with its best foot forward.

Manufacturing several widely known brands of nursing nipples, the Pyramid Rubber Company was faced with a new problem in presenting Peter Pan nurses.

wrapped in transparent cellulose. All inside and outside surfaces of the package are printed in nice shades of pink and blue, and bear, in addition to essential illustration and text, a scattering of toy pictures which help to obtain a quick tie-up with infant products.

Although the packages are completely wrapped, square and sturdy, full unobstructed view is permitted of the entire outside surface of the nipples. Attention is directed to the profile embodying the nursable tip feature not only by the clear view of the physical lines of the nipple itself, but also by superimposed text on arrows which point to the shoulder of the nipple. The



In this illustration the Peter Pan packages are shown tilted forward so that the construction of the containers may be seen to advantage. These packages are wrapped in transparent cellulose

Here are two improved nipple designs featuring a new nursable tip. Words alone—or design, for that matter—would not adequately accentuate the comparison with ordinary nipples. Something had to be done to draw attention to the profile of the nipple, and particularly to its shoulder. A series of experiments in construction developed a form which not only accomplishes the desired results but also obtains an interesting package effect—a refreshing departure from all precedent in nurser closures.

Two sizes of Peter Pan packages contain, respectively, one breast-feeder type nipple, for wide-mouth bottles, and two small nipples for the common narrow-necked bottles. Each of the packages is comprised of a glued sleeve, into which are fitted two ends folding inward and meeting in the center. Die-cut into these ends are forms into which the nipples fit, resting on tongues left in the stock. After the nipples are inserted, the packages are

composite effect appeals to the consumer's subconscious appreciation of a good product properly presented. It breathes of sanitary handling in manufacture and packing. And it will very likely accomplish its destined aim—to impress mothers that a product so self-respecting in appearance must have equal merit.

A practical result of the manner of packaging Peter Pan nipples is that they stack easily for counter display. It is obvious, too, that the planning of these packages encompassed ultimate shipping convenience. In proportioning the outside dimensions, it was provided that two of the small packages occupy the same cubic area as one of the large. This enables the Pyramid Rubber Company to use one size corrugated shipping carton for either type nipple, or combinations of both, thus providing economy and convenience in transportation.

The Peter Pan closures were conceived, designed, and manufactured by Brooks & Porter, Inc.

TRADE MARKING FOR GROUP SALES ENCOURAGEMENT

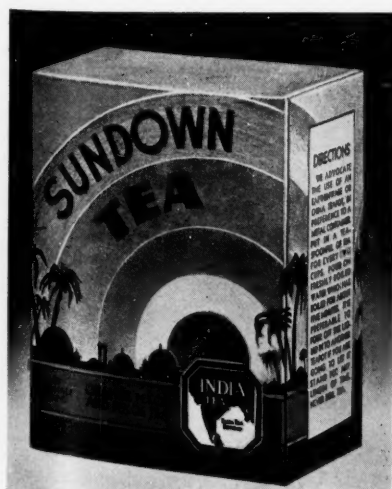
by Marcy Babbitt

SIX years ago, the India Tea Bureau, under the direction of Lepold Beling, commenced an intensive campaign of propaganda to make America "India Tea conscious," hoping thereby to enlarge the import of India tea into this country. In this connection, it was considered of vital importance to brand the word "India" indelibly in the minds of the American tea-buyers.

It is an impressive story of a merchandising and packaging idea which operated successfully through a period of world depression. Numerous avenues of advertising were employed to foster the basic principle. Newspaper and periodical advertisements, motion pictures, radio, homemakers' educational services, expert tea blending services, dealers' aids—throughout the country—all were coordinated toward this end. But the pivot on which the fundamental idea revolved and the motif running through the entire media of advertising was the "Map of India" emblem which appeared on every package that received sponsorship by the India Tea Bureau.

The first steps taken by the bureau evolved out of a comprehensive and definite plan based on the understanding of its major problem. It was realized that in order for the advertising and production work to prove effective, India Tea should be made capable of identification by the consumer. And the most logical means for obtaining such identification was through the package.

The now famous Map of India trade mark was devised. Packers who were then distributing India tea were urged to employ this secondary emblem on their packages as an auxiliary trade mark, and thus reap the benefits of the cumulative advertising and propaganda work of the bureau. With- (Continued on page 77)



Old Dutch Mill Company recently adopted the use of the Map of India on its package as illustrated at the top of the page. Shown also are other packages used by packer members of the India Tea Bureau which similarly display this emblem

SMARTNESS COMBINED WITH TRIPLE DUTY

THE General Pencil Company during November introduced five new inks, making the claim for these that they will not corrode steel pens, attack rubber sacks in fountain pens, clog the latter nor bleach or discolor. To stimulate an interest that will encourage the prospective buyer to prove these facts for himself, the company makes use of a triple-purpose bottle, two applications of it being shown in the accompanying illustrations. The design of the complete package, including carton, bottle, label and closure, is the work of Monroe F. Dreher, Inc.

The bottle is provided with ridges to prevent slipping. The labels are printed on aluminum foil and the cap is chromium plated. The cartons are printed in yellow with the second color the same shade as the ink that it contains. After the ink is used, the bottle makes a convenient cocktail shaker or lamp base. In either case it is appropriate for home or office. It is fine, too, not only for cocktails but for milk shakes, as well as a water bottle that serves well in the refrigerator.

For either lamp or shaker are needed some accessories.



These will be supplied for twenty cents in stamps. One simply fills out the card attached to the package, mails it to General Pencil Company, Jersey City, N. J., telling where you bought the ink and the material will be sent at once with complete instructions on how to use it.

The bottle is easily cleaned. Since General Inks leave no sediment, warm water and soap swished around in the container

will do a thorough job. If one is skeptical, some sand, shot, or an ordinary scourer provides a more thorough cleansing agent although this isn't at all necessary.

Credit is due the following for the package assembly: Bottle, Salem Glass Works; Stopper, Tyer Rubber Company; molded cap, Colt's Patent Fire Arms Mfg. Company; metal cap, Brass Goods Manufacturing Company; label, L. F. Grammes & Sons; carton, International Folding Paper Box Company.

So here is another example of a package gone "re-use." This time in a field which has not concerned itself to any great extent with merchandising possibilities in this direction. Who's next in the urge for sales!



For the serious moments. The General ink bottle, having functioned as a container for its original product now becomes a lamp base that permits various decorations



For the gayer moments. The General ink bottle swings into service as a cocktail shaker. Easy grip, easy pouring—with the ingredients properly blended the party is on

ORPHANS OF THE SHELF

by E. J. Lougee

ONCE asked my hostess, whose dinners were among the most delightful I ever enjoyed and always progressed with royal precision, how she managed the details on such occasions with such calm perfection and without help. She replied wisely, "By mentally eating each course of the meal before the guests arrive."

Those with a new package to launch may find a spark of wisdom in the strategy of this simile, and by following the new package mentally from its inception by the designer, through production and during its first long ride to the dealers' store, may visualize its appearance as it takes its place among competitive brands on the shelf. Will it arrive in good condition? Will it stand proudly and confidently awaiting the friendly hand of the clerk to put it into circulation? Or, will it find among its competitors the very package of identical product which it was intended to replace?

When a manufacturer decides with good reason to

alter a package with established reputation and acceptance, provoking problems may creep in to embarrass him when the new package reaches the dealers' shelves unless in the beginning he takes steps to avoid such possibility.

The problem most likely to embarrass is a mixed display of the old and new packages of identical product in the retail shop. The dealer is naturally inclined to move the remaining old stock first. But some customer who has learned of the new package through advance advertising or recognizes an improved design begins to ask questions and whatever old packages remain immediately become orphans of the shelf. The dealer may be reticent to take a loss on the old packages but he is even more reticent to admit that merchandise in his stock is not of the latest vintage. He must choose between two evils and his choice may not be complimentary to either product or manufacturer.

Orphans of the shelf may be quite painlessly removed or avoided by various methods without serious loss either to the manufacturer or the retailer.

Squibb's Dental Cream offers a good example, so let's follow its transition from the time it was originally introduced into the market in a 79-gram tube to retail at fifty cents, to its present size and its present price. When production, coupled with general competitive conditions, indicated that a retail price of forty cents was justified and would undoubtedly result in increased sales, E. R. Squibb & Sons handled the reduction in price without any hardship to the retailer and without loss to itself.

Sixty days before the new price was advertised to the public every dealer was notified by mail that on a certain date the new price would be announced in national (Continued on page 74)



How a new size of dental cream package, which carried a reduction in price, was handled without hardship to retailers is described in this article. The comparative packages are shown above. At right: The new Minute Tapioca package (right) offers a good example of change where both product and package were involved and no "orphans" remained



WHY MANUFACTURERS AND RETAILERS SHOULD COOPERATE

by Francis A. Westbrook

WHATEVER system of distribution the manufacturer may adopt he must finally depend on the good will of the distributor for the sale of his product. He must do everything in his power to make things as easy for the retailer as possible. The relation of properly designed packages which appeal to the consumer and which facilitate the functions of the retailer will become obvious from the following discussion which is based on the ideas of Lincoln Filene, the Boston merchant who is chairman of the board of Wm. Filene's Sons Company and chairman of the board of the Associated Merchandising Corporation.

"The manufacturer of merchandise which is not advertised to the consumer," says Mr. Filene, "can never be sure that his product will appeal to the retailer on grounds of price, style and quality. Neither does the manufacturer who does identify and advertise his product to the consumer necessarily create in the retailer an eager disposition to stock and push such a product. For one thing he finds himself in competition with wholesalers' brands, retailers' brands and unbranded merchandise, all of which may sell as cheaply as his own and still yield the retailer a more satisfactory profit. He must face also the serious problem of price-cutting. Even when the dealer, by force of the manufacturer's successful consumer advertising, is obliged to carry a product on which he fears loss of profit, his reluctance to do so will result in a lukewarmness in pushing sales.

"Perhaps the manufacturer will try to curry favor by granting exclusive right to sell within a certain territory. By doing so he arbitrarily restricts his possible avenues of distribution, which, according to circumstances, may or may not be of mutual interest. To the retailer the exclusive agency may have serious drawbacks for the sales of a commodity might be enhanced if other reputable concerns competing with him were also carrying it. Perhaps more serious than this, the right of exclusive agency may be taken from him after he has built up a successful business on a product, making it necessary for him to build up a new business on another line."

From this it will be seen that it is Mr. Filene's belief that an ideal product would be one on which:

- (1) It was agreed in advance would be readily marketable.
- (2) On which the manufacturer would have to spend a minimum in sales effort.
- (3) The retailer is as anxious to push as the manufacturer is to have him.
- (4) Is identified and advertised to the public.
- (5) One which is sure of sufficient volume so

that the factory can be operated on as near a continuous basis as possible.

From the standpoint of the retailer such an ideal product should be one on which:

- (1) The retailer does not have to cut prices to the detriment of his own profit in order to meet "cut-throat" competition.
- (2) There is no possibility that it will be taken away from him and be given to a competitor.
- (3) Commands the loyal patronage of the public because it maintains an unvarying standard of quality.
- (4) Because it can be sold profitably at a price low enough to meet competition from equivalent products.

Anybody at all familiar with packaged goods and the part which good package design has played with many familiar products will see at once how important this feature is in the development of an ideal product such as just outlined.

Furthermore these considerations lead to the conclusion that the one way to the realization of such an ideal is that branded lines should be jointly owned and controlled by a manufacturer (or group of manufacturers) and a group of retail stores. The elements which such a plan must contemplate are roughly summarized in the following paragraphs.

In the first place, according to the Filene plan, there must be a manufacturer with a successful going business who is assured of sufficient distribution through established channels to be able to risk tying up all or a large part of his production on a jointly owned brand experiment; and on the other hand there must be a group of retailers who are already doing a sufficiently varied and extensive business to justify their end of the experiment.

The type of product should be one which is not subject to extensive style change and which is in wide enough general use to permit rather large advance commitments on orders. At least the manufacturer should be in a position to receive quantity commitments on orders so that his raw material can be planned for in advance of needs.

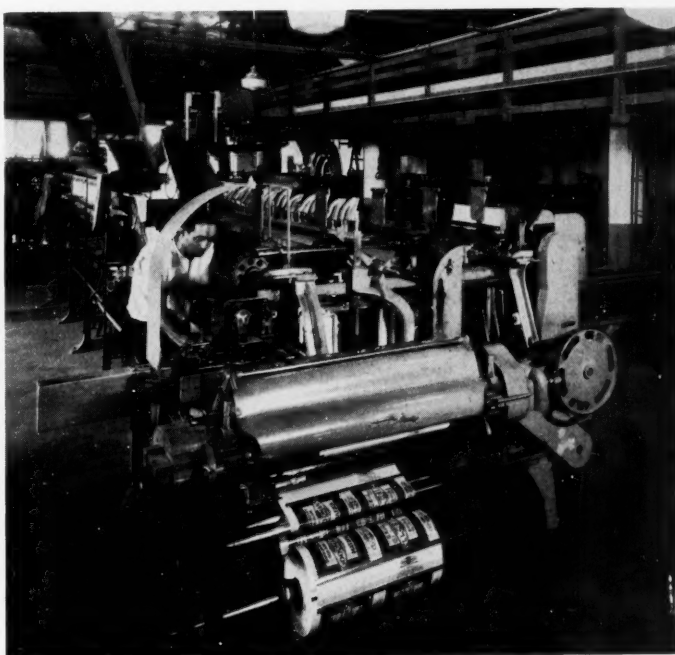
In order that the function of proper packaging in any such effort as this may be fully appreciated, it will be worth while to briefly consider recent experience in this respect, as pointed out by Mr. Filene. That their importance is well recognized is attested by the fact that in 1932 somewhere between 2000 and 2500 new packages were developed for a great variety of products. Packages, from the manufacturer's standpoint, have an advantage (*Continued on page 74*)

LITTLE JOURNEYS TO PACKAGING PLANTS WHERE MODERN MACHINERY DOES THE JOB



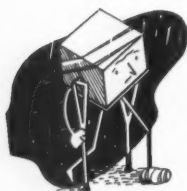
Equipment for filling and sealing Kool-Aid soft drink powders at the plant of the Perkins Products Company, Chicago, consists of two automatic envelope sealing machines connected with three Stokes & Smith Universal filling units. The package consists of an inside waterproof envelope and an outside printed paper envelope. The inside envelopes are filled on each one of the three filling units dropped on a conveyor belt and are automatically sealed by the first envelope sealing machine. These envelopes are then carried on a conveyor table where they are placed into the outside printed envelopes by hand and fed into the second automatic envelope sealing machine where the outside envelope is sealed. This complete unit has a production of 120 filled and sealed envelopes per minute.

A. Goodman Sons and Company, New York, has installed three top and bottom sealing machines, for sealing cartons; three weighing machines for weighing matzoth meal and flour into the cartons and two wax wrapping machines. One of the wrapping machines is the type developed by the Johnson Automatic Sealer Company which utilizes the photo-electric cell—the so-called electric eye—for the exact adjustment of the printed wrapper to the carton. The illustration shows the wrapping machine equipped with the electric eye wrapping the cartons.



Editorially speaking ★ ★

IS YOUR PACKAGE A CRIPPLE?



WE follow the car card ads religiously. At the beginning of our stewardship of this column we attempted to enumerate the growing percentage of those promotions which showed reproductions of current packages. And thus the practice of giving our surroundings on subway, street car and bus the "once-over" has become a fixed one. We glean additional information besides that which directly spotlights the package—our reactions, we believe, are not unlike those of the average individual who reads as he rides.

We admit, however, a certain feeling of inferiority recently when we paused to consider a message delivered by one of the favorably known manufacturers of tooth paste—"He changed a city's skyline—but he's a dental cripple all the same." Not that we make claim to such accomplishment, or even its equivalent—we are sincerely quite modest. But the mere thought that our efforts would avail little should we be pronounced defective because of improper attention to our molars and bicuspid made us take immediate steps for a session with our dentist. The experience likewise aroused references to certain passages of our school-day studies—"for want of a nail, a horse was lost," the story of Achilles' heel and similar historical happenings in which negligence caused the upset of an otherwise successful program.

Projecting these thoughts in a more practical sense—at least so far as our present efforts are concerned—we find a not dissimilar situation existing in the field of packages. A product, even though it attain the heights in quality, in utility, price and all the other attributes that make for its successful acceptance, may be handicapped or become a total loss if its package does not measure up to the standards required by the consumer. Instance after instance may be found where merchandise of the same or inferior quality has surpassed, in sales, a product previously established. The newcomer has sensed the value of an acceptable package and planned accordingly.

And not alone does this exist as between product and package. There are, and will doubtless continue to be, package cripples—those packages in which certain essential details and considerations have been neglected. These deficiencies may be put down to desires

for economy or lack of an understanding of what constitutes correct packaging procedure. If the former, the manufacturer will do well to make an exhaustive study of his costs in terms of that which he expects to accomplish through the sales of his package. Too frequently he has permitted the bug-bear of "initial expense" to keep him from doing the very thing that would have turned his package from a mediocre salesman to a successful one. A fraction of a cent additional would have meant dollars in increased distribution.

But costs alone may not be the deciding factor; indeed, poor or immature judgment probably rates a higher percentage in any analysis that may be made of package "cripples." The package that is good to look at is not necessarily one which sufficiently protects its contents; it may be entirely unfit for use—and on either of these counts the creative work which has been done for a "flash" effect is unavailing. Repeat sales cannot be hoped for. The package reaches a definite height and then fails because it lacks the "teeth" to "carry on."

We have long since, comparatively speaking, passed the stage where package design, construction and assembly are regarded as guesswork. It is no longer a question of the manufacturer saying that he *thinks* this plan or that plan may suffice. He is in a position, providing of course he takes advantage of experienced judgment, to make certain that his package will be a success from a sales standpoint.

Packaging equipment, materials, service—all are his for the asking, and in ample variety and selection. The creation and assembling of his package should then become a definite part of his sales strategy—he and those associated with him must bend every effort in the direction of making the container for his merchandise as efficient as are the other essentials of his business.

The admonition so well expressed in the car card ad is worth thinking about. Its translation into packaging language can give us the answer to many of the failures which we see among the packages that grace (or rather disgrace) a vast number of quality products on the market today. That there is a remedy for this shortcoming can easily be proven—but this must be sought before it is too late, or the erstwhile progressive manufacturer will see his market transferred to those who watched and learned. That which might have been prevented forces a permanent disability.

A. A. Blushkin.

Ask us another

HERE are some of the packaging problems that have come to Dennison—and the ways in which Dennison's technical experts have solved them:

QUESTION:

How can we make labels stick to aluminum griddles? Asked by the Aluminum Cooking Utensil Co.



ANSWER:

A special water-soluble gumming, developed through original research in the Dennison laboratories.

QUESTION:

How can we pack wire staples in boxes and protect them against rusting?—Asked by the Boston Wire Stitcher Co.



ANSWER:

An attractive, inexpensive box lined with rust-proof paper, designed and produced by Dennison.

QUESTION:

How can we seal salt container spouts more rapidly and securely with gummed glassine labels?—Asked by the Worcester Salt Co.

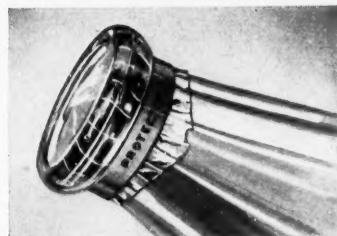


ANSWER:

A Dennison Technical Service expert visited the factory, studied the operation, and devised a method that achieved the desired result.

QUESTION:

How can we apply a transparent cellulose cap to milk bottles?—Asked by the manufacturer.



ANSWER:

A colored waterproof binding tape, with special gumming, developed in the Dennison laboratories.

HAVE you a tough packaging problem? Bring it to Dennison. We have a staff of technical experts in design, research, production. They are at your service without cost or obligation. They will take your own sketches, models, ideas, and tell you how to produce them economically. Or, they will take over the com-

plete job—create boxes, labels, tags, seals, wrappings, inserts, counter cards—everything, and print and produce them for you. In this unusual service there is definite practical, money-saving help for you.

Dennison Manufacturing Co., Framingham, Massachusetts.

For Better Packaging...

See Dennison First

BOXES • LABELS • SEALS • TAGS • PRINTED WRAPPINGS • ENVELOPES

HERE AND THERE IN THE PACKAGING INDUSTRY



Herbert George Lowe, president of the Lowe Paper Company, died at his home at Tenaflly, N. J., Nov. 25. Mr. Lowe established the Lowe Paper Company in 1905 at Ridgefield, N. J. His wife and two sons, Donald V. and Malcolm B. Lowe, survive him.

G. R. Easley has been appointed sales representative for the Acme Steel Company in the state of South Carolina. His headquarters will be at 107 Manly St., Greenville; telephone 1610.

William H. Scoble has been elected a vice-president of The American Label Company, according to an announcement on Nov. 14 by R. P. Schambach, president of that company.

pany, Inc., vice-president; and H. B. Van Antwerp, Sinclair and Valentine, secretary-treasurer.

Wurzburg Brothers, 710 So. Fourth St., Memphis, Tenn., have recently installed and completed what is believed to be the most complete display of various types of packages and packaging supplies in the South.

This display includes 150 ft. of glass display cases showing, among other things, all types of labels and seals, fibre cans, metal cans, folding cartons, displays, printed boxes, bottles, caps, corrugated boxes, coffee bags, transparent cellulose and glassine bags, suit boxes, egg cartons, besides a complete line of stock items required such as corks, tags, twine, paper, gummed tape, etc.



A view of the permanent display room maintained by Wurzburg Brothers, which shows complete line of packaging materials and designs

Present and former members of the **Robert Gair Company, Inc.**, organization held the second annual dinner of the "Gair Old Timers" at the Hotel New Yorker recently. The event brought together more than 165 men who are now in the organization or who have served for varying periods in the past, including some who began with the company as far back as 1870. In addition to those who came from all sections of the East and Middle-West to attend the dinner, there were messages from as far off as San Francisco from those who were unable to be present.

The function was purely social, speeches banned and the only business before the gathering was the election of officers for the ensuing year. Those elected were: P. F. Gaffney, Densen Banner Company, president; A. B. Crowell, Robert Gair Com-

In addition to representing manufacturers of various types of packages, the company maintains its own art department and a staff of experienced merchandisers. Besides the main office at Memphis, the company has two branch offices, one at Nashville, Tenn., and the other at Jackson, Miss.

The Sub-Code Authority of the **Paper Box Machinery Industry and Trade** (a division of the Packaging Machinery Industry and Trade) held its third meeting on Nov. 20, 1934, at the Hotel Commodore, New York. Officers and members of the Sub-Code Authority are: George Z. Sutton, chairman, Stokes and Smith Company; C. H. Lambelet, vice chairman, New Jersey Machine Corporation; Charles J. Beck, Charles Beck Machine Company; Robert Minkow,

HAVE *You* INVESTIGATED THE S & S FILLERS ?

AT the plant of Elmo, Inc., Philadelphia, cosmetic manufacturers, an S & S Universal Filling Machine is used to fill a wide assortment of Elmo Powders, packaged in containers of many different shapes and weights.

Despite the relatively low cost of the S & S Universal Filler it has given long, dependable service in countless plants in every part of the world. Its smooth speed and uncanny accuracy have made it a paying proposition to large and small manufacturers alike.

It may pay you to investigate the S & S Fillers. An S & S Engineer will be glad to give you the details without obligation. Or, if you prefer, write for descriptive literature.

STOKES & SMITH CO
PACKAGING MACHINERY PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1.



Hobbs Sales and Service Company; and Otto P. Schultz, John T. Robinson Company.

The budget and basis of assessment for this group was approved by National Recovery Administration on Nov. 15, 1934. An application for termination of exemption to Paragraph III of Administrative Order X-36 has been granted. A plan for handling trade practice complaints has been adopted, and the members of the committee appointed to handle such complaints are: Otto P. Schultz, chairman, Harold Ashe and Captain A. G. Hatch. Charles J. Beck is chairman of a committee to handle labor complaints.

The Toronto Advertising and Sales Club held its annual meeting at the Royal York Hotel, Toronto, Canada, Oct. 30 and 31 and Nov. 1, during which

Kalamazoo Vegetable Parchment Co.; Celluloid corporation; Hinde & Dauch Paper Company; Armstrong Cork Company; DuPont Cellophane Company, Inc.; Reynolds Metals Company; Breskin and Charlton Publishing Corporation; Riegel Paper Corporation; Cleveland Container Company; Owens-Illinois Glass Company; Sylvania Industrial Corporation; National Metal Edge Box Company; Pioneer Paper Stock Company; Union Steel Products Company and Container Corporation of America.

A new series of awards to honor outstanding achievements in new and re-designed packages during the past year have been instituted by the American Management Association to supplement the Irwin D. Wolf award presented each of the past three years.

Eligible for entry in the competition is any package



Sommerville Paper Box Ltd. received first award for its exhibit in the craftsmanship class at the recent annual meeting and exhibition held at Toronto, Canada, under the auspices of the Toronto Advertising and Sales Club. The illustration shows the group of cartons and displays made by that company, as included in the exhibition

time 126 exhibits of various forms of advertising developments were shown.

For adjudication purposes, exhibits were divided into several classes: one for advertising agency exhibits, the best of which was adjudged to be that of Campbell-Ewald Agency Ltd. of Toronto; one for publications, whose award went to the showing of the Bell Telephone Company of Canada who featured the advertising pages of their directory; one for outdoor display; one for direct mail; and the largest class of all, known as the craftsmanship class, which included printers, engravers, photographers, display studios, boxmakers, etc., where the award went to Somerville Paper Boxes Ltd., of London, Canada.

Among those who have already reserved exhibition space for the **Fifth Packaging Exposition**, to be held at the Palmer House, Chicago, March 5 to 8, inclusive, are: Bakelite Corporation; Dexter Folder Company; Package Machinery Company; Stokes & Smith Company;

developed and placed on the market between Jan. 1, 1934, and Jan. 1, 1935. Entries will be in fifteen classes, with the outstanding package in each class to receive the award for distinctive merit in packaging design offered by the American Management Association. To the most distinguished among the fifteen winners will be awarded the Irwin D. Wolf trophy.

The fifteen classes of packages distinguished in the contest are metal containers, glass containers, molded plastic containers, wood containers, tubes, visible display packages, paper bags and envelopes, set-up boxes, folding cartons, canister, family of packages, display containers, packages displaying merchandising ingenuity regardless of the adaptation of art, shipping containers and miscellaneous containers.

Personnel of the two juries of award who will judge entries in the 1935 Packaging Awards Competition is announced by Alvin E. Dodd, executive vice-president of the American Management Association, sponsoring organization for the competi- (Continued on page 72)

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What has a CALENDAR to do with PACKAGING



IDENTITY—When it is part of a merchandising plan.

In a million homes, the SSS Calendar is a 365-day reminder of a tested product.

For thousands of outstanding druggists, the SSS Calendar is a sales help that is eagerly sought by the consumer.

For the manufacturer, the SSS Calendar is distinctive advertising, which unmistakably identifies his package and creates consumer acceptance.

WORTHWHILE MERCHANDISE has a certain sales power within itself; but bright packages and inspirational reminder advertising speed up the sales.

THE SSS CALENDAR does a three-fold job: It establishes recognition of package, develops home acceptance and focuses consumer attention on the service of the local druggist.



THE LOCAL DEALER'S NAME AND ADDRESS

JANUARY 1935					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
S.S.S.	1	2	3	4	5
7	8	9	10	11	12
14	15	16	17	18	19
21	22	23	24	25	26
28	29	30	31	helps build strong bodies	

Fisherman's Calendar—Grady W. Cobb—Blacker the fish—better the day for fishing.

THE "US" ORGANIZATION, as producers of the SSS Calendar, is proud of its part in the merchandising plan of the aggressive SSS Company. This calendar is in every sense "tailored for the job"—a distinctive design for the exclusive use of the customer » » » "US"—CONSCIOUS of the intimate relationship between packaging and merchandising, is geared to assist in creating consumer and dealer attention and acceptance in every direct selling approach from label or carton through the point of sale to the home » » » "US" TEAMED ORGANIZATION, THROUGH UNIFIED SERVICE, is capable of meeting your requirements, working with and for you, either directly or through your advertising agency.

The

UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI
312 Beech Street

NEW YORK
52-K East 19th Street

BALTIMORE
412 Cross Street

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130 Riegel Papers Simplify the



Selection of Exactly The Right Sheet



To Meet Your Individual Packaging



Requirements



RIEDEL PAPERS

The Riegel Mills offer the greatest variety and number of packaging papers available from any one firm in the United States today. One or more of 130 stock lines are to be found in nationally known products of every description. This broad field of experience is a valuable aid to you whenever confronted by a packaging problem involving paper of any type. If the right sheet for your purpose is not already available from our mills, it can be manufactured for you, or we can refer you to the proper source of supply. Write for our portfolio of samples and packaging data.

RIEDEL PAPER CORPORATION

342 Madison Avenue, New York, N. Y.

Chicago
111 W. Washington

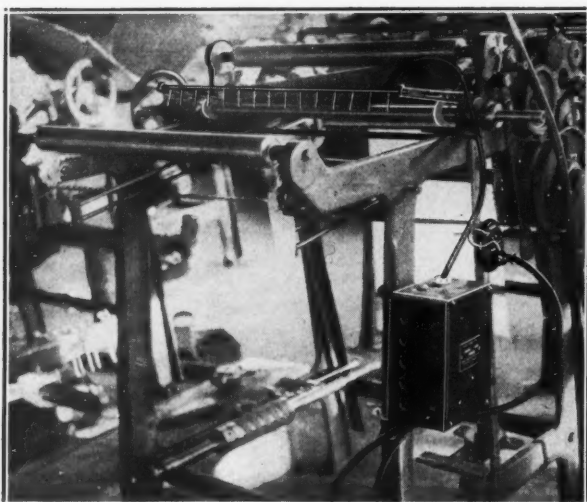
MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

MIDGET STATIC ELIMINATOR

THE Midget Static Eliminator is a new development of the Simcoe Manufacturing Company, 430 Race St., Philadelphia, Pa. It is stated that this device will do for sufferers of static electricity what the midget radio did for the radio public, *i. e.*, bring the price of extremely efficient equipment within the reach of every one.

This eliminator was conceived and perfected to fill two urgent needs: (a) the need for an efficient static eliminator that would fit the smallest and most intricate machines, such as packaging, wrapping, folding, bag, envelope, etc. One that was so flexible in design that



it could be applied to cover just one point, a row of points in a straight line, a row of points in a circle or points scattered all over the machine and in the most inaccessible places. (b) The need for a static eliminator that was so inexpensive that static bars could be applied at any number of places in a small machine, without running up the price.

The Simcoe Midget, in addition to filling these two requirements, will also fit the largest printing press, the largest paper making and converting machines and the largest and most complicated textile machines.

The power unit of the device, which consists of a transformer and neutra-stat, is housed in a 8 in. x 8 in. x 4 in. iron box. It steps up the current from the

electric power and converts it into a neutralizing current by means of the neutra-stat. The prepared current is then distributed by insulated cables to midget bars, simple in construction. The power unit is usually mounted on the frame of the machine and the cables feeding the bar are carried along the side frame on special insulators.

The midget bars have flexible but unbreakable points projecting from them. These points do not touch the work but are approximately $\frac{3}{4}$ in. away from it. They produce a constantly reversing static field of high intensity in the path of the material to be discharged. No matter whether the material is charged positively or negatively, the rapidly reversing static field of the midget always produces a neutralizing charge.

Both the power unit and the bars, though small in size, are rugged and there is nothing about either of them to get out of order. The midget bars are usually $\frac{1}{4}$ in. in diameter but can be made smaller if necessary. The distance the points project from the bars varies with the requirements of the individual applications from $\frac{1}{4}$ in. to 2 in. Convenient fibre insulating supports 6 in. long, $\frac{5}{8}$ in. wide and $\frac{1}{4}$ in. thick are furnished with each midget static bar—one end of the support is drilled to take the bar and is provided with a set screw to lock the bar in place. The support is slotted lengthwise so as to make its length adjustable from 6 in. to 1 ft. The support may be attached to the frame of the machine, to a fixed shaft, or to any metal bracket which the customer will fashion.

PAPER EXCELSIOR SHREDDER

A new type of paper excelsior shredder has recently been placed on the market by Mitts & Merrill, Inc., Saginaw, Mich. This is known as the Air-Fluff and was designed especially for reducing news-





resistance..

WHAT was good enough for grandfather...or even father...may not be good enough to withstand modern competition if the package doesn't measure up to today's demands for color. More metal containers are being redesigned today than ever before. Greater care is being given the design and the reproduction when the container finally goes to market. Heekin designers are experts in their field of metal decoration . . . our lacquers and colors are made in our own plant . . . they are lasting and true. Meet modern selling with modern containers. Let us work with you, without obligation. Let us improve your present package or completely redesign a new one. **THE HEKIN CAN COMPANY, CINCINNATI, OHIO.**

HEEKIN CANS

Lithographed

WITH HARMONIZED COLORS

papers; magazines; oiled, waxed glassine or tissue paper; waste paper and confidential correspondence, transparent cellulose, etc., to excelsior of various widths.

As shown in the accompanying illustration, the material to be shredded is laid on a conveyor belt and carried to the knives of the machines. The feed being constant produces a slight curve and warp to each strand of excelsior. The cut paper is then thrown endwise at a high velocity into the discharge spout. The contact of the paper with the air separates the warped strands completely, thus producing a thoroughly separated, resilient mass of shreds.

Standard Air-Fluff shredders are arranged to cut widths from $\frac{1}{8}$ in. to $\frac{3}{8}$ in. which covers the range of commercial excelsior now in use. However, these machines can be arranged by special gearing to cut widths narrower or wider than standard.

MILK IN MODERN DRESS

MILK, one of our most important commodities, has been dispensed for more than thirty years in standard glass bottles of so universal a design that there had been little difference in appearance between competing brands in the eye of the casual customer. Brand and firm names embossed upon the bottle were inconspicuous and seldom noticed by the milk user.

Early in 1932, however, the Thatcher Manufacturing Company, Elmira, N. Y., perfected a new process which made it possible for them to fuse the firm name, trade mark, slogan or advertising message into the glass in brilliant permanent colors. Bottles processed in this way have been so instrumental in giving ef-



fective sales stimulus to the better grades of milk that leading distributors throughout the country have been quick to adopt "pyroglazed" bottles, as these colored lettered bottles are known to the trade.

The tremendous success attending this important improvement in milk merchandising is attributed to several factors. As an innovation, the brilliant design commands the attention of color-conscious Americans.

As a constant reminder each time the bottle is used, it builds good-will and brand-consciousness. On the doorstep and within the retail store it identifies the product and acts as a user-testimonial.

The product can now be illustrated more effectively in publication advertising and sales promotion material. The picture of the actual bottle bears its distinctive and identifying label, whether depicted in actual color or in black and white.

Some dairies have confined the use of the new bottles to the identification of a special grade of milk commanding a premium price. Those who have conducted test campaigns on milk so packaged have tabulated sales increases of almost unbelievable proportions. But most significant in indicating the trend of milk merchandising in the immediate future is the fact that leading distributors throughout the country have almost without exception taken advantage of this new opportunity in some form.

Some of the effects obtained in fusing the new messages into the bottles have been extremely decorative as well as effective. A wide latitude of choice is possible in design, color and amount of copy used. Several firms have found it expedient to include a slogan or actual advertisement of milk or another dairy product on the reverse side. This message is repeated to the housewife each time she uses the bottle. It is also possible to use two colors as part of the design.

The added cost of the bottles is offset in many ways in addition to their enormous sales-creating value. It has been stated that the additional annealing process through which the pyroglazed bottles must pass, strengthens the glass and makes the bottles more durable, decreasing bottle turnover by an appreciable margin. It has also been shown that the "racketeers" of the milk trade who make a practice of "appropriating" the bottles of rival firms, show a greatly decreased tendency to "pirate" bottles identified so noticeably.

The bright colors employed—red, orange, green, blue, black, and many others—are as permanent as the glass into which they are fused, and are neither dimmed nor marred by washing, exposure to weather, scratching or other mistreatment of the glass.

SUPER BRIGHT METAL FOIL

A new metal foil, known as Super Bright Master Metal, has recently been put on the market by the Reynolds Metals Company. This foil, which is said to have a more brilliant finish than any hitherto known, is particularly adapted to the packaging of candy, and other products requiring maximum display value at point of sale. The Norris Candy Company, Nunnally's of Atlanta, Hollingsworth Candy Company, and Raisin & Thiebaut Bros. Ltd. have already adopted this new super-bright packaging material. At the recent Confectioner's Show in New York City, the Raisin & Thiebaut Company's display featuring the new super-bright packages was one of the highlights of the show.

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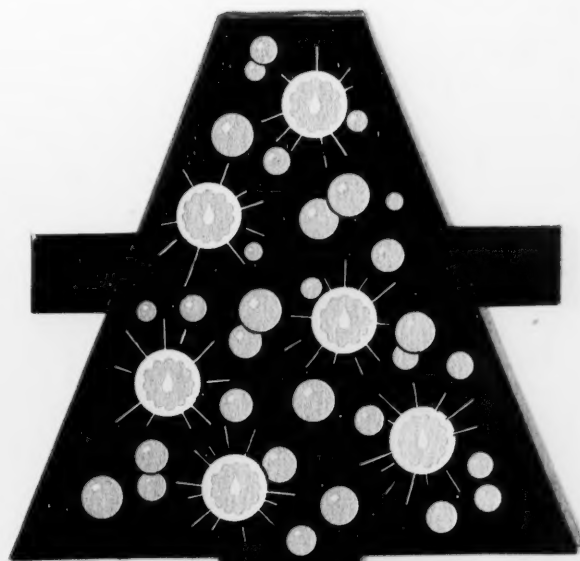
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WITHOUT REGRET

FOR THE PAST....

WITH HIGH HOPE

FOR THE FUTURE.



Remove and use this little calendar. It is printed on Ridgelo Clay Coated Folding Boxboard White D. L. .020.

Ridgelo
CLAY COATED

FOLDING BOXBOARD

Selected for fine folding cartons, displays and advertising cards. Write for "The Ridgelo Color Selector"—a useful guide.

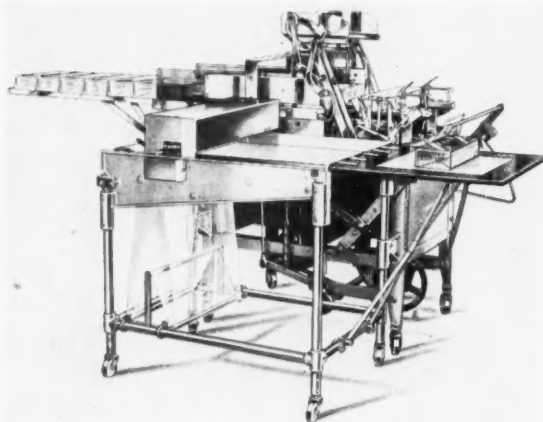
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By
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W. P. Bennett & Son
Toronto
A. E. Kellogg
St. Louis
MacSim Bar Paper Co.
Chicago
Pacific Coast Distributors
Blake, Moffitt & Towne
Zellerbach Paper Co.,

NEW SHEETING ATTACHMENT

A sheeting attachment which works in conjunction with the Miller semi-automatic wrapping machine is the newest development of the Miller Wrapping & Sealing Machine Company, Chicago. This attachment cuts a sheet to size each time a package is wrapped and places it conveniently before the operator for use on the next package.

It is stated that this addition to the wrapping machine not only permits the purchase of wrapping ma-



terial in rolls, thereby making unnecessary the use of expensive cut-to-size sheets, but also places one sheet at a time at the operator's disposal, thus eliminating waste time through the fumbling separation of one sheet from a stack of sheets. This sheeting works equally well on both transparent cellulose and waxed paper and can be attached to all of the later model Miller wrapping machines. A number of them are already in service.

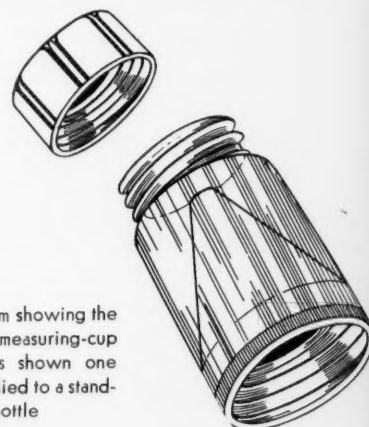
METAL BAGS NOW IN MASS PRODUCTION

THE successful large-scale manufacture of flexible metal bags for perishable food products has finally been accomplished, according to a recent announcement made by the Reynolds Metals Company, manufacturers of metal foil products. Although long recognized as desirable for maintaining quality in perishable food products, metal bags have not heretofore been widely used due to the difficulties encountered in quantity production. Recently, special bag making equipment has overcome the chief drawback to the popularization of this packaging medium.

Metal bags, composed of finely rolled metal, mounted to a variety of papers, combine the light and moisture protection of the metal container, with the flexibility and economy of popular flexible wrapping materials. The light-proof and moisture-proof features of the metal bag make it particularly applicable to the packaging of most food products subject to deterioration through rancidity, moisture-absorption, moisture-loss and insect infestation.

A CAP THAT MEASURES AUTOMATICALLY

A bottle cap, made entirely of plastic, is said to do away with the inconvenient and uncertain method of measuring doses of medicine with a spoon, measuring glass or dropper, and insures an accurately measured dose in the amount desired. The device, known as the Ah-Q-Ra Measuring Cap, is attached to the top of the bottle. The capacity of the cap depends on the amount of the dose prescribed for the medicine it is to dispense. Within the cap is a hollow cone which tapers upward and which has a small opening at its apex. To obtain a dose, the bottle is shaken for a few seconds. By shaking, the contents are forced upward into the cone, a part escaping through the hole at the apex, to become trapped between the outer wall of the cone and the inner wall of the cap. When the liquid in the cap reaches the level of the hole in the top of the cone (this can be seen through the transparent wall of the cap, as shown in the diagram), the dose is complete. The cap can receive no more, as excess flows back



At right is a diagram showing the construction of the measuring-cup closure. Below is shown one of the closures applied to a standard type bottle



through the top of the cone. By unscrewing the top of the cap, the dose may be drunk directly from the cap, or poured into a glass.

In pouring out or drinking the measured dose, no additional contents escapes from the body of the bottle, even though it is turned upside down (as a vacuum is created which prevents flow through the small hole in the cone) unless shaken. However, if a dose is prescribed in minims (drops), this can be measured easily and accurately by holding the bottle upside down and

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For a short while only we can offer this opportunity to all new subscribers to Modern Packaging, the most attractive and important offer of its kind we have ever been able to make. While the small available supply lasts, we offer a copy of this incomparable new Packaging Catalog together with a year's subscription to Modern Packaging, without any additional cost. In other words, a regular \$5.00 subscription brings with it, for the time being, this remarkable new Catalog. ★

Remember, you get both for the price of one with all the timeliness, beauty and appeal of each issue of Modern Packaging for twelve months, together with this wonder book of the packaging world—the new Packaging Catalog. But we urge that you act at once for the new supply is nearly all subscribed for now. Use the attached card. It requires no postage. We will bill later. ★

PACKAGING CATALOG

425 FOURTH AVE., NEW YORK

DECEMBER, 1934

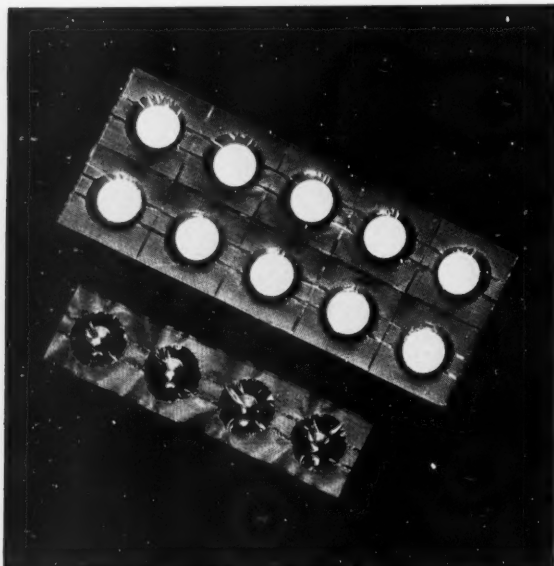
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lightly tapping the bottom, one tap for each drop. A drop measured in this way is accurate and unvarying, compared with the uncertain method of pouring drops from a bottle or using a medicine dropper.

The cap is especially well adapted for dispensing patent cough medicines and similar preparations which are widely used, and for which accurate doses are particularly important. It is also valuable for mouth washes and other forms of personal disinfectants. In measuring these, many people rely on guess-work, with the result that the amount used may be insufficient for the purpose, or, if too much, it may have an injurious effect. This measuring cap, which can be supplied in various colors, is manufactured by the Ah-Q-Ra Company, 495 Sixth Ave., New York.

THEY ARE SEALED TIGHT

OFFERING a sanitary and convenient means of packaging medicinal tablets, lozenges, pills and gelatin capsules, the Ivers-Lee Company, 215 Central Ave., Newark, N. J., has announced, as a companion



package to its Sanitape, the new Sealtite Uni-Wrap. This is a heat welded moisture-proof transparent wrapper or tape which completely surrounds the product as shown in the accompanying illustration. It is stated to be ideal for small units and medicinal samples. Continuous strips can be made and cut to the required length or folded as desired.

FOUR kinds of collapsible tubes now in general use—tin, aluminum, lead and tin-coated—are described in a booklet "Tubes by Peerless" recently issued by Peerless Tube Company, Bloomfield, N. J. This also includes a chart which suggests those types applicable to various products.



Kimble Glass Company makes use of the display panel illustrated (actual size 15 in. x 26 in.) to show types and sizes of its machine-made vials. This complete line is thus effectively and conveniently presented and offers a selection that covers every purpose

HERE AND THERE IN PACKAGING

(Continued from page 64) tion. The jury of award which will judge entries in the competition for the awards for distinctive merit in packaging design and the Irwin D. Wolf trophy includes: Ralph S. Alexander, Richard F. Bach, Lucian Bernhard, Katharine Fisher, Paul Hollister, Alice Hughes, Frederick C. Kendall, Ray M. Schmitz and Marion C. Taylor.

The jury of award which will judge entries in the competition for the awards of distinctive merit in technical packaging development includes: Elmer Sheets, Alice Blinn, William M. Bristol, Jr., Stroud Jordan, J. C. Lewis and A. B. Shell.

The closing date for entries in both classes of competition is Feb. 4, 1935. Packages will be received for judging in New York from Jan. 19, 1935, to Feb. 4, 1935. Presentation of the Irwin D. Wolf trophy and the awards for distinctive merit will be made at a banquet at the Palmer House on Tuesday evening, March 5.

THE packaging of such groceries as are ordinarily weighed out accounts for a time saving for assistants of from 30 to 40 per cent, and this is the most important advantage gained from packaging goods of this character, according to an investigation carried out by the School of Business, Stockholm, Sweden. In a specific instance, it is stated time studies showed that the selling of certain goods that must be weighed normally took 82 seconds, while the selling of the same goods in packages only occupied 56 seconds.

The difference in time is shown to have been due to the weighing itself and the time spent in walking between the scale and the place where the article is kept. The report emphasizes the fact that, considered by itself, the packaging of goods in the factory, generally by machinery, is bound to be cheaper and require less time than weighing up the goods in the shop.

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The Size or Shape of Your Product Is No Obstacle in the Path of Modern Plastic Molding

American Record Corporation is equipped to solve the most unusual packaging molding problems. Closures, containers, cases, premiums and display racks in any shape, size, color or quantity, created and custom molded with skill and precision.



All plastic materials are at your command. Design and engineering counsel are at your service. American Record Corporation is ready to meet any molded plastic requirement.

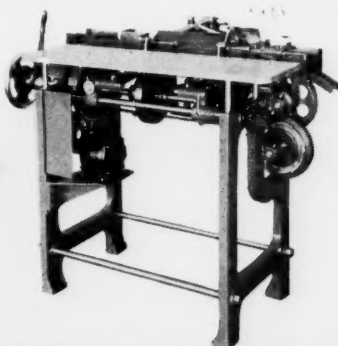
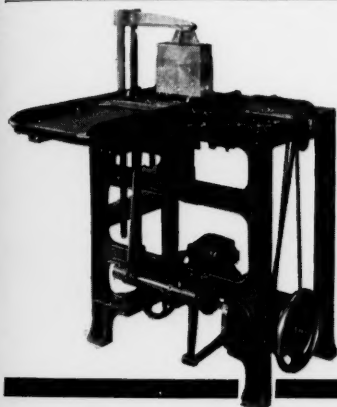
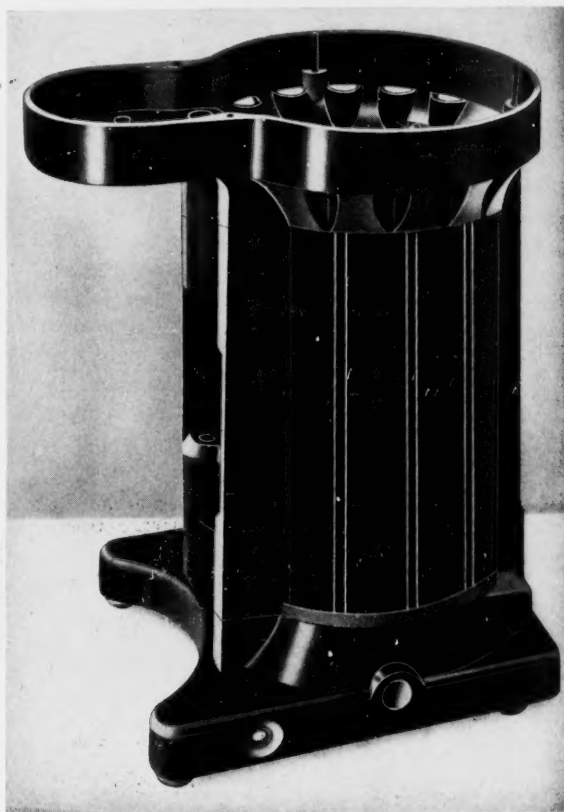
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**15 to 50%
LOWER
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GET THE FACTS! LEARN HOW PETERS CAN CUT YOUR CARTONING COSTS

Shown above: Peters Junior Forming and Lining Machine. Automatic. Speed 2,000 to 2,500 per hour. Readily adjusted. Handles all sizes.

At right: Peters Junior Folding and Closing Machine. Automatic. Speed 2,000 to 2,500 cartons per hour.

Peters Carton Forming & Lining and Folding & Closing Machines have reduced the cartoning costs of hundreds of plants by amounts substantial enough to more than pay for the machines themselves in a few short months. We invite you to challenge this statement. Facts—on the machines, their cost and their production records will be sent you immediately. Write to—

PETERS MACHINERY COMPANY
General Office and Factory 4700 RAVENSWOOD AVE.
CHICAGO, U.S.A.

WHY MANUFACTURERS AND RETAILERS SHOULD COOPERATE

(Continued from page 58) because they eliminate much waste, spoilage, are more convenient to ship and store and they facilitate standardization, price stability, the use of trade marks and create an atmosphere about a product which the manufacturer can control and make the most of. These are also of advantage to the retailer, but he has additional things to take into account. A well-designed package will attract the attention of the consumer, it will facilitate counter and window displays, it reduces sales resistance, establishes criteria of quality and price, creates enthusiasm among the retail sales people because attractive and easy to move and provides a means of educating the consumer by means of literature inserted in the package.

Consumers, who in the last analysis are the most important of all, have grown used to the idea of packages because of their convenience, the fact that they know certain packages contain certain standard goods of uniform quality and because of their attractiveness, protection and protection of substitution.

The actual use of jointly owned package brands is, as far as I am aware, new and in the discussion stage. It is, I believe, an idea which both manufacturers and retailers will do well to consider carefully, particularly in the coming years when every attempt is being made to bring about closer coordination between producers and distributors.

ORPHANS OF THE SHELF

(Continued from page 57) advertising, but that the wholesale price was reduced to the new wholesale level immediately, and that no rebates or other adjustments would be made on present stock. Previous sales experience showed this was ample time for every dealer to move his stock on hand, and since any new stock ordered in the meantime would be bought at the new price level, no hardship would be endured when the new retail price went into effect. In most stores, sixty days were not required for the turnover of merchandise on hand and the lowering of the wholesale price meant an almost immediate additional profit and worked to the distinct advantage of the retailer.

No change of package was involved in this case. But price orphans can be just as irritating to the retailer as design orphans, and when you consider that this change was effected without a single complaint, it points the way to handle other types of changes by well-planned cooperation.

Then came the day when Squibb decided to meet further competition through the introduction of a 51-gram tube to retail at twenty-five cents. Obviously this was a much greater value than the full size tube retailing at forty cents and containing 79 grams, so it was decided to increase the forty-cent size to 85 grams.

Before any announcement was made a survey of all stocks on dealers' shelves showed that it would cost a tremendous sum to pick up current stocks. An item altogether too great to contemplate with pleasure.

It was found possible to squeeze the new 85-gram tube into the 79-gram carton, and since no one could possibly object to getting that much more dental cream with no increase in price there could be no comeback from consumers. And this was done without announcement to dealers. These cartons were coded in a manner that told salesmen when the dealers' stock was all of the new size tubes, and when this was accomplished (still in advance of any announcement of the new twenty-five cent size) a new and larger carton began to appear and all dealers were notified that the new carton contained the same size tube already in their stock. However, if they wished to replace their smaller cartons with the new and larger ones, cartons would be furnished without cost if they would state how many they desired.

Hardly more than a thousand new cartons were requested. Dealers, upon checking the truth of the statement that the tubes were the same size, merely passed this information along to their customers rather than bother to change their cartons. Dealers were also requested to examine their stock to learn if they had any of the old 79-gram tubes, and if so to return them for credit. None came back which speaks credibly for the wisdom of the plan.

Standard Brands Incorporated has a distinct advantage when it decides to change one of its packages because its salesmen visit all dealers frequently by automobile. When a package change is in the offing they keep close watch of old stock and so shape current orders that very few if any of the old packages remain when the new one is introduced. The grocer is taken into their confidence and in most cases willingly cooperates to reduce old stock to a minimum before the new stock arrives. When the new package is finally introduced, the old packages are picked up by the salesman and replaced on the spot with new ones from his car without packing or shipping expense to the grocer. This change is especially simple if it concerns Chase & Sanborn's dated coffee, as no package of it is allowed to remain on the grocer's shelf more than ten days at any time, and small supplies are frequently replenished.

General Foods Corporation introduces a new package by various methods. The new Minute Tapioca package offers a good example of change where both product and package were involved and no orphans remained.

A recent development in this product reduced the required cooking time from fifteen minutes to five minutes which took tapioca out of the "slow-cooking" class and identified it with the "quick-preparation" deserts. Such a step meant the reversal of the housewife's idea about Minute Tapioca. To advertise this development before the new merchandise was on the dealers' shelves would be impractical so all goods on hand were checked by the sales department, and an estimate of the time required to move them determined the first step of introducing the new product.

The original package was changed only by adding the words, "Cooks in 5 Minutes." The new packages, containing the new product, were shipped in coded cases so the salesmen could tell at a glance when the second packages had replaced the original packages in the grocers' stocks. When this distribution was only partially complete, another change was made in the package. A white space appeared at an angle cut into the orange panel of the original package bearing the message, "New! Cooks in 5 Minutes. This new improved Minute Tapioca cooks in one-half to one-third the time you've been used to. Note the new recipes on this package."

By the time this final package reached the retailer, his stock was all of the new product although some of it still appeared in the intermediate package. Then the advertising campaign broke and sales stepped along quickly exhausting the intermediate packages with no loss of "orphaned" merchandise to either the manufacturer or retailer and no disappointment to the consumer in search of the new product.

Luxor Limited, perfumers, in a recent redesign* of its Complexion Powder Box made clever use of printed Cellophane to mask the new package during the period of time required to move old stocks and obtain complete distribution of the new improved package. The Cellophane wrap was an exact replica of the former package in color and design and served to guarantee the new package to established users. When distribution was complete, the new package was introduced through national advertising and dealers had only to remove the wrapper from packages on hand to bring their stocks up to date.

Another manufacturer who was willing to share his experience, but preferred not to be named, has arranged his selling activities into ten regional divisions of his territory. A redesigned package is introduced progressively in each region and the old packages are replaced by salesmen and used to fill orders in regions where the new package is not yet introduced. Complete distribution is thereby obtained in nine-tenths of the country without loss of "dead" merchandise to either manufacturer or retailer, and the small loss to the manufacturer from the one remaining district is not of disturbing dimensions. National advertising is withheld until distribution has been completed in all ten regions.

Some manufacturers interviewed take no steps toward orphan control. They expressed interest in the subject but felt that the replacement of merchandise was a physical impossibility. Each entertains his particular alibi and expresses it with conviction.

However you view it, there are two sides to the question and it seems reasonable to believe that any new package which finds the dealers' shelves cleared for its expected arrival will get into action more quickly than one which must spend an indeterminate period of time in the stock room waiting for its predecessor to make room for its appearance.

* Illustrated and described in the August, 1934, issue of MODERN PACKAGING.

Designed and supplied by **WURZBURG BROTHERS**

- The four illustrations below indicate the wide range of packages Wurzburg Brothers supply.

Our creative department is manned by merchandising men and artists who devote their energies to package creation. They are not limited or biased in their recommendations for "their house" supplies every type of modern package—among them labels, cartons, display containers, bags, bottles, jars, caps, tubes, fibre and metal cans.

We analyze your packages with only one thought—how can they be made to "sell" your product? Are your present packages loafing on the job? Are they displaying or hiding the merits of your products? Send them to us for analysis. No obligation, no cost. Write today for analysis form.



Appetite appeal—so rarely seen in butter cartons—is aptly worked in colors of brown and butter on a white background. The carton is paraffined of course.



Cool, fresh, clean are the impressions given by Motay Shaving cream tube and carton; and rightly, for Motay (a mentholated cream) is winning much favor for its easy, cooling shave.



Root beer, Lime Rickey, Ginger Ale—all command respect for their quality under this Circle A label done in rich shades of blue and silver. Wurzburg created—as are many other compelling labels you see daily.



Here display and container are ideally combined to sell Fruit Cake. Its deep maroon background harmonizes with the product and furnishes striking contrast for the display message.

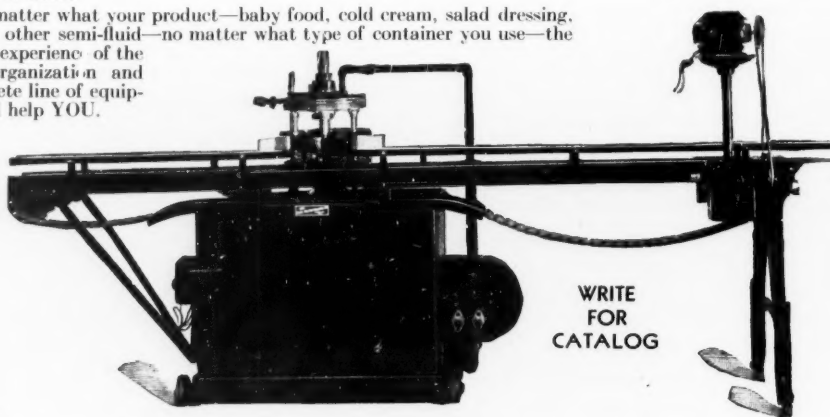
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PACKAGING SERVICE • MEMPHIS, TENN. ★

NEW KIEFER VARI-VISCO

100 Cans Filled Per Minute!

The record of a Chicago lard plant tells the story.
A leading mustard packer reports 75 cans filled per minute.
And so on, one manufacturer after another.
The new Kiefer Vari-Visco Filling Machine gives you speed; accurate, uniform fill; clean work without mess or waste.

No matter what your product—baby food, cold cream, salad dressing, honey or other semi-fluid—no matter what type of container you use—the 35 years' experience of the Kiefer organization and its complete line of equipment will help YOU.



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CATALOG

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T. S. Kelly
222 W. Adams St.
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M. C. Finn
10 High St.
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A. J. Sterling
225 Broadway, Room 1209
New York, N. Y.

THE KARL KIEFER MACHINE CO.
Cincinnati

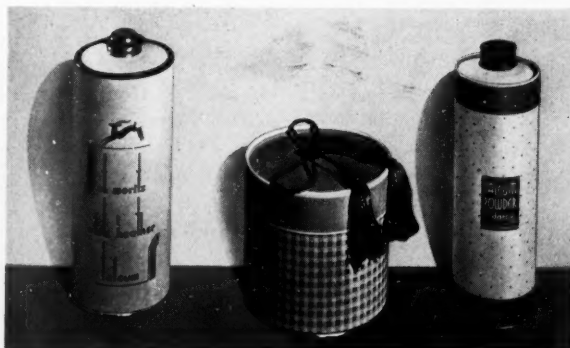
Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various other food products.

Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps—lithographed, printed or with raised printing.

Let us help to make your package a sales builder.

**CROSS PAPER PRODUCTS
CORPORATION**

THIRD AVE., AT 140TH ST., NEW YORK, N.Y.



TRADE MARKING FOR GROUP SALES ENCOURAGEMENT

(Continued from page 55) in the first year seventy brands of tea adopted the emblem.

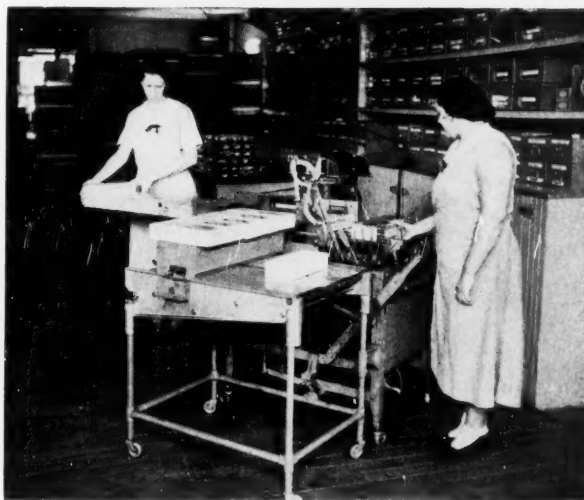
There began a stirring in the industry toward redesign of the package. The tea package had been for years particularly uninteresting. Lead foil packages, wrapped in bands of either orange, blue or yellow to identify the manufacturer, or paperboard cartons printed in anemic colors, unattractive and with little consumer appeal, had stood on the grocery shelves and branded themselves—merely Tea.

Therefore, when the Map of India as an emblem was presented to the packers, and when the advantages were pointed out to them by the Bureau's Department of Design, they were intrigued with the possibilities of the many picturesque and shelf-appealing treatments available to their packages. Through redesign, colorful, interesting, humorous, dignified, modern India Tea packages are now prominently displayed in the grocery stores, functioning as definite sales creators for the individual tea packers.

The latest packer to come into the India Tea group is Old Dutch Mill Company. This company, contrary to the majority of the packers, had packaged coffee but had never packaged tea before. In this new enterprise, the company decided to avail itself of the many advantages of displaying the Map of India emblem on its package. The tea package, designed by William J. O'Neil, designer for the India Tea Bureau, is an exceedingly handsome metal container. The lettering is modern in treatment and in general feeling the package is solid, substantial and colorful, employing traditional Dutch characteristics of design.

The design elements have been emphasized by contrasting a bright orange background with a wide dark green band placed in the center of the can on which are imposed the words Old Dutch Mill Tea in ivory lettering with the secondary display message "Extra Choice Pekoe Tea" in fine orange lettering. Cutting into the top portion of the green band and extending onto the orange background is a Dutch windmill, carried out in harmonizing colors, to present the primary message. Cutting into the bottom portion of the green band and descending onto the orange background is the Map of India emblem; and beneath this is a thin yellow stripe. The same treatment is used for both the front and back of the package. The sides carry directions in ivory lettering for brewing tea. A tea cannister cover fits over the top of the can. The cover is executed in the same color scheme of a brilliant orange background and green centerpiece, and employs the identical design and lettering treatments as the can. A thin yellow stripe runs around the bottom of the cover. William J. O'Neil, in designing this tea package, selected the color scheme of brilliant orange and green for its contrast value with other tea and coffee packages so that the Old Dutch Mill Tea can would gain in emphasis on the dealer shelf.

CUTS AND WRAPS SIMULTANEOUSLY!



NEW MILLER AT PAUL SCHULZE BISCUIT CO., CHICAGO

THE NEW MILLER SHEETER— WRAPPING MACHINE COMBINATION

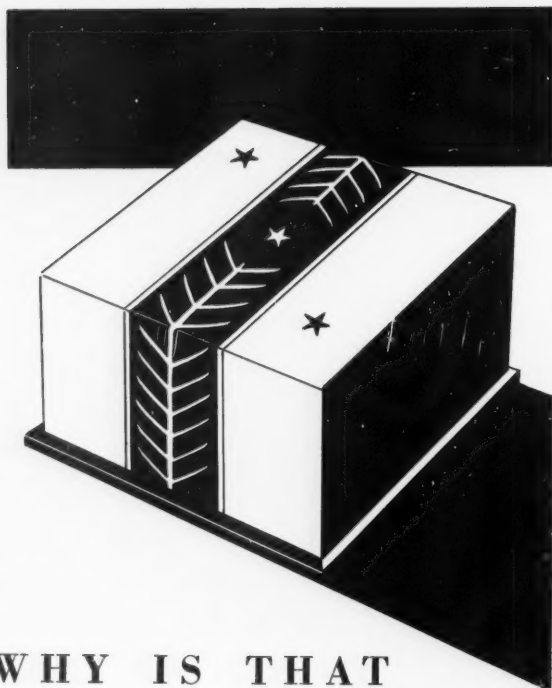
cuts a sheet of "Cellophane" or waxed paper to size and wraps a package simultaneously.

The Paul Schulze Biscuit Company, Chicago, as shown above, are among those finding that this newest Miller development rapidly cuts down its low initial cost by effecting remarkable savings in time and wrapping materials. It not only permits the purchase of wrapping material in rolls rather than expensive cut to size sheets, but also cuts a sheet to a predetermined size just as it is needed and places it conveniently before the operator. There is no time wasted fumbling to separate one sheet from a stack of sheets.

The Miller Sheeter-Wrapping Machine combination should be at work in *your* plant right now—earning—saving—turning out neat, tightly sealed packages at little cost. Write today for full details.

**MILLER WRAPPING &
SEALING MACHINE CO.**

18 South Clinton Street, Chicago



WHY IS THAT "QUALITY" TOUCH SO ELUSIVE

Have you tried to get an air of superior quality, a feeling of distinction into your boxes?

Have you failed?

Then you will be interested in the experience of dozens of Buedingen clients firms, who, like yourself, have been dissatisfied with their packages, yet unable to achieve the desired appearance without prohibitive cost.

These firms have found, in our Design Department, a staff able to visualize their merchandising problems, able to interpret their need for the unusual and, most important of all, able to plan their designs so as to result in great package improvement at no increase in costs.

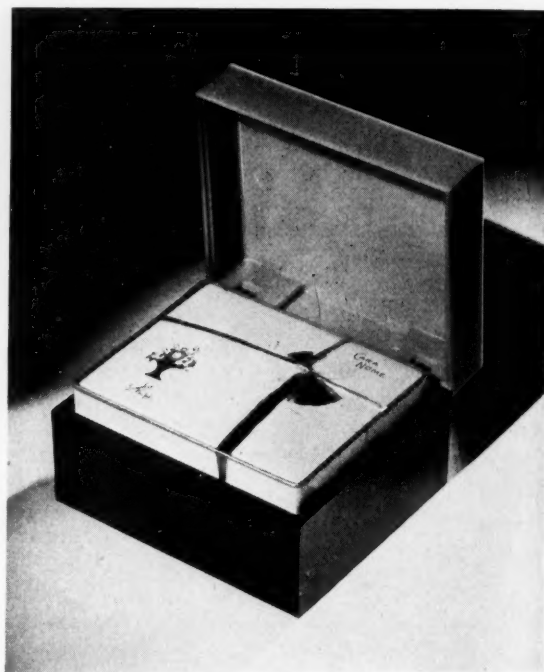
If you would like to achieve similar results, we invite the opportunity of discussing your requirements with you. Write to—

FERDINAND BUEDINGEN COMPANY
INCORPORATED
ROCHESTER ★ ★ ★ N. Y.

There are today 175 brands which, having come under the Map of India emblem have redesigned their packages. These have been speeded up for action and have obtained results. No more conclusive proof of the effectiveness of modern packaging can be offered than these two facts:

First, that the total importations of India Tea into America have increased by over 4,000,000 pounds since the inception of the India Tea Bureau six years ago; and

Second, that the sale of packaged India tea throughout America, by the individual tea packers, has swelled in substantial proportions.



Langlois (United Drug Company) uses this molded box for Cara Nome powder. The base is of black Durez, the cover of green Plaskon. It is one of the stock numbers molded by The Arrow-Hart Hegeman Company

THE "EDGE" OF THE LITTLE FELLOW ON BIG TIME COMPETITION

(Continued from page 53) bility for the success of his efforts, then he is mostly concerned with proving worthy of the confidence in him.

One bad condition that very often faces the small company (not that big companies haven't been guilty too) is the lack of standardization and uniformity in their packages. Uniformity doesn't just happen. It comes only as the result of a careful plan exactly followed out. The best way is to get all your packages together in one group and then test them for uniformity of lettering, general design, color scheme and other important units. It is often laughable how much they vary. We have seen examples where the trade name

has been embellished in seven different and distinct styles of lettering.

Every artist, printer, lithographer and other individual has his own ideas of what style of lettering is best, and will follow out those ideas if left unchecked. Even if given a style of lettering to be copied he often "flavors" it with his own original ideas by giving an extra flourish to a letter, or following whatever artistic impulse fancy dictates.

Get all the styles of present and suggested lettering before a competent jury of manufacturer, printer and perhaps the advertising agent, and then take a vote on the ideal form. When this is determined, let no man dare deviate from it basically—although minor adaptations are sometimes not only necessary but desirable.

The same is true of the color scheme. Instead of determining that your predominate colors shall be blue and yellow for instance, be sure to decide what blue and what yellow because there are almost as many blues and yellows as there are stars in the sky. Once you have established the standard colors, insist on sticking to them consistently. Only in this way can you get uniformity.

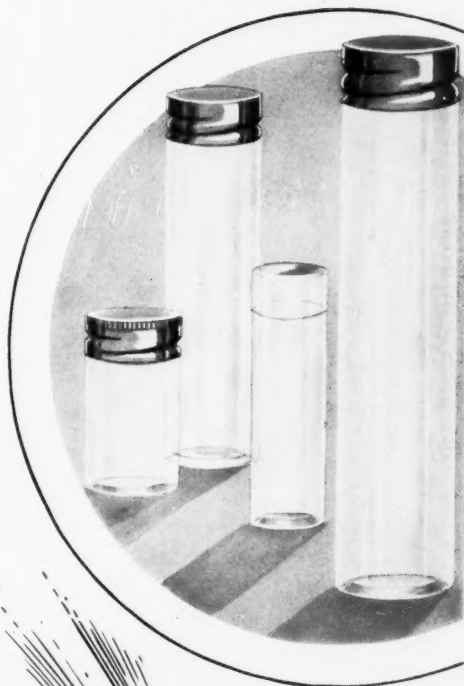
Don't make the mistake of framing your colors and leaving them on the wall. In the chancellor's office of a great eastern university there hangs an imposing frame with an embellished certificate stating that the color of the banner contained therein is the official color of the university as determined by a special color committee of the class of 1907. If that committee could only see those colors now after years of fading and discoloration!

Strive for simplicity, for good packaging is usually the simplest. Try to make it expressive of your product. Try to make the prospect itch to possess it. Remember the first rule for lettering is legibility. Select the colors for appropriateness, beauty, harmony or contrast. Remember the big fellow may beat you in size, but he has no monopoly on all the good ideas.

One advantage the small manufacturer has is that of being his own boss. He can follow out his own wishes. Oftentimes the big manufacturer gets a good packaging theme nicely developed to the point where his associates take an interest in it. Then first one and then the other must have his say about it. After a while the situation gets so involved and complicated that all get sick of it, and a mighty fine idea dies aborning.

On the other hand the small manufacturer must avoid false sentiment about discarding time honored packages. They tell a story of an English biscuit manufacturer. An American advertising man had urged him to change the shape of his label. After three years of pleading he finally agreed to do so. The next day he called the advertising man in with a fine show of perturbation. "What's the matter?" the advertising man asked in alarm. "You know we must stick to the old label," was the astonishing reply. "Every time I embark on a wrong decision my grandfather appears to me in a vision. Last night he came to me and said, 'Don't change that label.'"

LUSTEROID CONTAINERS



SHATTER-PROOF

LUSTEROID is a tough, resilient material capable of withstanding a remarkable amount of real abuse. No protective packing necessary.

The range of colors is unlimited—all beautiful. Also clear transparent.

Multi-color decorating enhances the attractiveness of the package at a low cost. Save the expense of labels and labeling.

LUSTEROID CONTAINER COMPANY, INC.

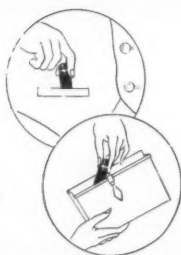
Formerly Lusteroid Division of The Silcock-Miller Company

10 PARKER AVENUE, WEST

SOUTH ORANGE

NEW JERSEY

are
your
"POCKET-
packed CONVENIENTLY?"



● Tiny, colorful or transparent Hycoloid unbreakable containers for aids to beauty or cleanliness.



● Slender, colorful opaque or transparent Hycoloids for "daily problem" products—throat or cough tablets, headache remedies, dental floss, etc.



● Slightly larger size of Hycoloid standard vials well within pocket size for larger sized products.

—because convenience does "help-to-sell"!

The full value of a 24-hour-a-day market, goes to those whose product is offered in containers adapted to "pocket-use." Your regular containers may serve in the home, but containers convenient for carrying are necessary for pocket-use.

Give your consumers a dainty-looking light and unbreakable container to fit in pocket or handbag . . . retain the beauty, but eliminate the bulk of ordinary containers.

All Hycoloids are beautifully "labeled-when-made". . .

Hycoloid

FEATHERWEIGHT—UNBREAKABLE
"pocket-size" Containers

—● labeled-when-made ●—

HYGIENIC TUBE & CONTAINER CO.

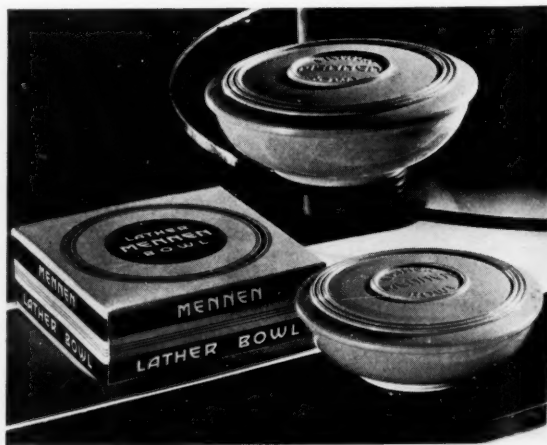
42 Avenue L,
Newark — New Jersey

DESIGNING A MOLDED RAZOR BOX

(Continued from page 52) ing it at the ends to take the shaving edge of the holder and the blades at the other end, and then narrowing it in the middle. You can do almost anything in plastics.

Another reason for the smooth exterior is that molded plastics have a peculiar lustre, which on curved surfaces makes very interesting high-lights. Flat, sharp-cornered boxes are apt to look dull for this reason—no high-lights—especially in darker colors. Rounded plastic surfaces catch lights in any position, so I'd round all edges and corners as much as possible. Beads at the joint between top and bottom might facilitate opening the hinge-cover without getting themselves messy, and would both strengthen the box and simplify mold-making somewhat, as well as giving an interesting ribbed effect to carry the eye smoothly around the box.

As for the inside, features from the Gem and Schick boxes, shown here, might be combined. The Schick box is built around the razor very intelligently, but the Gem box has extra-sales appeal in a handy old-blade receptacle. For color, black would probably be best, partly because it's the lowest in cost and partly because it gives better contrast with engraved lettering. An all-black case, with lettering wiped in with white, would be effective, I believe, especially if the lettering is done as small as possible and with some delicacy—instead of sprawled all over the top. Wiped-in lettering does not catch any dirt or soap, since it is flush with the molded surface.



The Mennen Company has just announced a lather bowl, extremely smart and modern in conception and design. The bowl and cover are of Resinox, in the Mennen green, molded by Tech-Art Plastics Company. The lather shave contained in the bowl has a firmer consistency than that of the Mennen lather shave in tubes, but it is not hard like the usual run of shaving soaps. It provides an almost instantaneous and copious lather from merely a stroke or two of the brush.

PACKAGE IDENTIFICATION AND PROTECTION

(Continued from page 40) velopment will gain in importance in proportion as it paves the way for similar standards when adequate Federal laws are provided.

One of the surprises for packagers wrought by the Congressional elections is the havoc to the resale price fixing bloc in Congress. Price maintenance has long been a hobby with many marketers of packages who regard price cutting of standard package goods as the worst of treachery to established good will in business. Latterly, the advocates of price protection fancied that they were, at last, getting a break. Price-fixing gestures under the NRA pointed that way. So did the talk of compulsory printing of retail price on the package. Now, with the veteran leaders of the fair trade legislative drive left out of the new Congressional line-up, there is left up in the air the question whether the 74th Congress will admit a successor to the Capper-Kelly bill, and what will happen to it.

No better way than by watching maneuvers in trade marking to ascertain new trends in packaging. A clash in a field so remote from packagedom as that occupied by washing machines has just revealed and emphasized the growing disposition on the part of manufacturers of machinery and equipment to capitalize their prestige by putting out packaged supplies, claimed to be especially adapted to use with the sponsor's apparatus. Easy Washing Machine Corporation of Syracuse, N. Y., in opposing, at the U. S. Patent Office, a grant to another party of right to use a similar trade mark on soap, submitted specimen cartons to prove that it is becoming the fashion for washing machine manufacturers to market side-lines, notably soap powders, under the same brands as the machines for which the specialties have been compounded. The U. S. Commissioner of Patents, in deciding the appeal, upheld the doctrine that, in the matter of name, packaged supplies follow the machines that are to be outfitted.

AN extra, added reason is just now pushing packagers in the United States—especially packagers of foods, drugs and cosmetics—to study Canadian regulations for cartoning, branding, labeling, etc. U. S. firms that have branch factories in Canada, or sell their exported goods in the Dominion have, long since, learned to bow to Canadian requirements. Now, however, the practice of our neighbor to the north has an interest even for non-exporting packagers because many features of the Canadian system are being used as models by the New Dealers at Washington in patterning the proposed revision of regulatory requirements covering proprietaries, packaged foods, etc. In some respects, though, Canada is more liberal than is Uncle Sam, even now. For example, in the matter of restrictions upon the use of artificial coloring to add to the display value of foods in glass packages.



Acme Silverstitch stitching wire is unvaryingly accurate in width, thickness, temper. It does a better, faster stitching job. Send for free 5 lb. coil. State size used.

ACME STEEL COMPANY

2843 Archer Avenue

Chicago, Ill.

ACME Silverstitch
STITCHING WIRE FOR FIBRE BOXES

**NEW LIGHT ON
ADHESIVE PROBLEMS**

ADHESIVES are tricky things. If the formula is just right the job goes through the plant like a song. But when the formula is wrong—! ! ! Upaco Research Engineers have helped hundreds of box and carton plants and packagers everywhere in developing Adhesive formulas which provide the perfect Adhesive for the particular job. They can put new light on your Adhesive problems—and, incidentally, provide you with a distinct saving in many cases.

UNION PASTE CO.

200 BOSTON AVE.

MEDFORD, MASS.

"FILMA-SEAL"

(the double seal of cap and film)

Do you have a sealing problem in your packaging? We are prepared to prove that the GUTMANN C. T. Cap and "FILMASEAL" either in the clear FILM or Type J (TAMPER-PROOF SEAL) is not only the solution of your problems but the most hermetic seal in your experience.

We are now established in our new, larger quarters on 14th Avenue, between 36th and 37th Street, Brooklyn

**Prevents Leakage and Evaporation
Is a GUARD against COUNTERFEITING**

Cap may be printed with a warning to purchaser not to accept if inner seal is broken or tampered with.

*Used on many Nationally known
advertised products*

**FERDINAND GUTMANN & CO.
BROOKLYN, N. Y.**

Established 1890

U. S. Patent & Pats. Pending—Trade Marks Reg.



A Convention Hotel Meeting Your Requirements

Enjoy a New Hotel That Meets Every Convention Need. On the Boardwalk in the Heart of all Atlantic City Activities and Prepared to handle the Affairs of your Convention or Conference with Ample Facilities to Accommodate all.

**Full and Complete Hotel Service. Spacious Sun
Decks—Swimming Pool—Bar and Grill**

For further information and special rate plan write to

**The
President**
ATLANTIC CITY, NEW JERSEY

OUT of the depression emerges one small blessing for packagers. A large slice of the public has been treated to a liberal education in what a wag has characterized as "deadhead packaging." Thereby hangs a possible solution for one of the baffling problems of packagers who recruit customers by consumer-sampling.

From time out of mind, manufacturers who put out free samples have worried over the bootlegging by the few black sheep in trade and the more numerous free-booters who have gathered manufacturers' samples by hook and crook and have sold these to unsuspecting victims, either as straight or "trial size" packages. When indignant producers sought to nip this sabotage in the bud by printing "Pay Nothing" warnings on the specimen packages, sensitive retailers took offense and in some instances refused to hand out the packages that seemed to reflect upon their honesty.

Uncle Sam, in his emergency relief work, has had something of the same problem. And he has met it by requiring that all packages distributed by the Federal relief agencies shall bear, in bold black letters, the legend "Not To Be Sold," or words to that effect. The consequence of all of which is that millions of people are becoming familiar with a species of package stipulation of which they were unconscious in the past. The theory of the marketing specialists is that with the "Not To Be Sold" rider made a familiar and a commonplace on packages, all prejudice against it will disappear. And the device may be used as a safety catch by dispensers of free sample packages and by the increasing number of packers who put out package tie-ups, the individual packages which they do not wish to have separated from the combination.

ON what varied and diverse sales fronts the spirit of promotional packaging is marching forward could not be better demonstrated than by the sudden rise of "wayside" packaging—especially gift packaging in this motor highway environment. Ever heard of the wayside packing house? Perhaps not, because this institution is a unique type of outlet for direct sales which is virtually confined to the citrus-producing districts. The wayside packing house differs from the ordinary roadside fruit, vegetable and specialty stand in its dignity and magnitude. And notably in the fact that, instead of retailing small measures of fresh fruit or single pieces of pottery, it provides motorists and other passers-by with package units equally well qualified for express shipment or take-with service.

In the role of wayside packager of baskets and crates of citrus fruit and glass packer of preserves, etc., the small independent packing house has grown in stature over a span of years. Now, all of a sudden, certain pioneers, such as Win C. Sleight, have boosted this type of specialty house into the higher brackets of packaging-for-display. All through specialization in "gift" or presentation packaging. The new attack is not seasonal but as continuous as the calendar. Special

packs, dolled to the nth degree, have been devised for the holidays, Easter, Mother's Day, etc.


It is the manner of the doing rather than the bald fact of the participation in gift packaging which is impressive. Off-hand, even a resourceful packager might not foresee ornamental, decorative possibilities in the least conventional of fresh fruit containers. As a matter of fact, though, no version of the remembrance-package is more festive and gifty than the best of these specials. Gay transparent cellulose wrappers have been drafted for the glass pack whereas the high grade assortments of rare and unusual fruits are decorated with either kumquat sprays, orange blossoms or other eye-filling frills. How much ambitious gift packaging has done for what started out as modest, private-order packaging operations is attested by the circumstance that a Christmas 1934 order placed by a large corporation in the North called for upward of one thousand de luxe packages of rare Florida fruits, to be shipped (with donor's cards) direct to the firm's customers as a yuletide expression of good will.

REDEEMABLE package tabs—so-called—are proving to be two-job aids to packaging. Introduced as a premium device, designed to pyramid sales, the built-in carton coupon has lately revealed itself as capable of valuable and inexpensive service as a "tracer" or check on distribution. Under the system employed by packagers, such as Lucky Tiger Manufacturing Company, the coupon printed on the top or panel of the carton draws the promised reward when mailed to the manufacturer with date entry and the full name and address of the consumer. It has long been realized that this system places a packer in direct contact with the mass of ultimate customers and automatically musters a valuable mailing list. But, on top of that, now comes the discovery that, by prompt scrutiny of the signed coupons, as they come in, a packager may get an accurate and intimate bead on his distribution. Not only may he obtain a clear idea of the geographical range of sales from known outlets and trace the wholesale channels followed. If he chooses to key or date his returnable package-tabs he has at hand a simple means of feeling the pulse of stock rotation at all retail outlets.

A NEW catalog on pressure filling machines has just been issued by The Karl Kiefer Machine Co., Cincinnati, Ohio. Pressure filling machines of the various types are illustrated and described, these including one-man equipment, pressure filling machines with corking conveyor tray type, and other filling machines.

It is interesting to note, as the catalog points out, that the first Kiefer filling machine was made more than thirty years ago. The line today is extremely comprehensive, including in addition to the pressure and syphon filling machines shown, vacuum filling machines of all types and sizes, and measuring machines for all kinds of liquids and semi-liquid products.

1935 Model INTERNATIONAL RADIO



CHICAGO MOLDED PRODUCTS CORP. This Mold Mark appears on

ALL INTERNATIONAL RADIO CASES

The "Four Leaf Clover"—our Mold Mark—is found on a wide variety of molded parts, for we serve all classes of industry.

If it has come to be looked upon as the hall mark of quality, it is because we have consistently held to high ideals in the way of service. If you have need of Plastic Molding Service, we invite your inquiries.

CHICAGO MOLDED PRODUCTS CORP.
2142 Walnut St. Chicago, Ill.

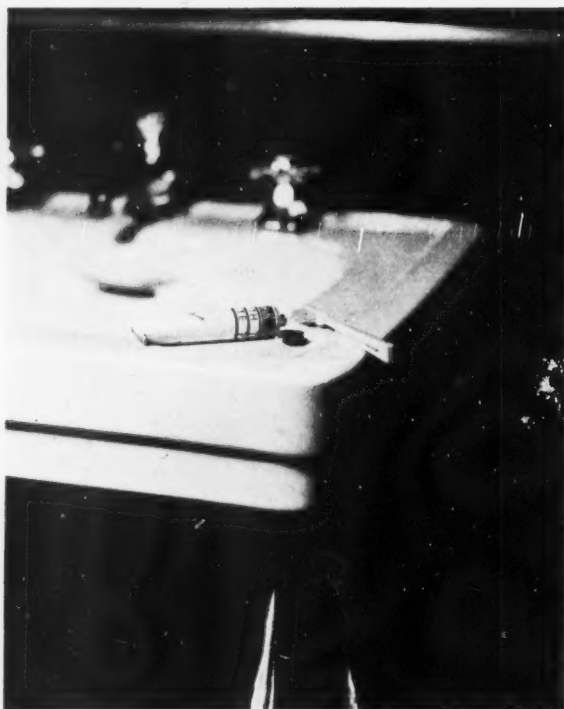
HOTEL WALTON
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situated in the heart of the city
... close to office buildings,
shops, theatres ... cordially in-
vites you to make this modern
hotel your home in Philadelphia.

Dine in the delightful atmosphere of
the Roof Garden ... or popular
Walton Gardens ... Philadelphia's
only sidewalk cafe.

350 Rooms with Bath • Rates begin at \$2.50

BROAD AT LOCUST



THE FINAL TEST

WHEELING STAMPING COMPANY

Factory: Wheeling, W. Va. | Representative: Geo. K. Diller
B. E. Stover, Sales Manager | 90 W. B'way, New York

WE NEED REPRESENTATION IN

Minneapolis
Indianapolis
Fort Wayne
Cincinnati
Cleveland
Toledo
and all Southern points

Capable men may earn handsome incomes representing us on the sale of our tried and proven cellulose wrapping and sealing machines. Every manufacturer producing cellulose wrapped products is your prospect. Hundreds of machines are in use and have proven themselves to be reliable, economical and efficient.

Write or wire at once to
Box 68
Modern Packaging
425 4th Ave.
New York, N. Y.

ALL DRESSED UP AND SOMEWHERE TO GO!

(Continued from page 37) preferred a squat type of jar for jams and preserves. Due, however, to "Old Man Optical Illusion" every time a one-pound squat jar was put on the counter or shelf next to one of the long, drawn out, tall one-pound jars, the squat jar was put there to stay while the long jar moved on into the shopping baskets. In spite of her preference for the more convenient jar, Madam Consumer allowed pinch-penny economy to rule her purchase in favor of the larger appearing package. The joker came in the fact that the contents of the two types of jars were identical.

The Glaser, Crandell Company, too, wanted a package so attractive that it would reach the consumer's table, thus offering the added attraction of convenience during consumption. It felt that among the packages on the market, there were none that qualified for table use in the thousands of homes where pride in table appointments is an important factor. Its new package was to be one which would become a presentable table jam jar in the average nicely furnished dining room.

With all of these requirements in mind, Richard Glaser, executive vice-president of the company, started work upon the new package to be designed for its Everbest Brand of Pure Preserves. This package, recently introduced, is as radical a departure from current preserve package design as the Bred Spred jar was, at an earlier date.

A special mold jar was created, and patented for the exclusive use of this manufacturer. By carrying the eye up along an even, smooth surface, the squat crystal jar has an appearance of bulk which destroys any optical illusion created in setting it beside the tall type of package which contains no greater quantity of preserves. It is very restrained—the only decorations being several vertical lines at either side of the jar. This squat jam jar is very difficult to tip, and the wide neck allows a spoon to be used freely without getting old fashioned sticky fingers. It is of a size adaptable for convenient home storage on pantry shelf or in a refrigerator.

The neck is sealed with *two caps*, wherein lies a great part of the ingenuity of the package. First, there is a temporary inner seal—a standard type of cap and band closure. Second; there is an attractive, specially made square metal slip cover cap, which is cream enamelled. This snaps down over the shoulder of the jar, thus creating one harmonious flowing design from tip to toe. The cream colored cap can be readily opened and closed, repeatedly, always insuring the consumer of a closure that keeps the preserves free from dust, flies, evaporation, etc. It is this unusual protective finishing touch that entirely obviates transferring the contents to another receptacle once the package is opened in the home. Obviously the convenience of this feature is an important selling point to the consumer.

The final consideration was the preparation of a label suitable to present the distinguished new package. The color scheme is so chosen as to flatter the contents of the

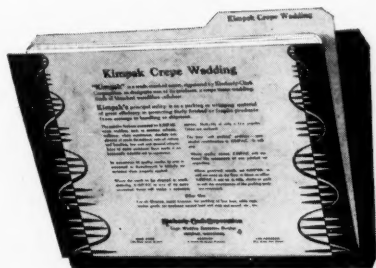
jars; a point frequently overlooked by others. Heavy, dominating red; Persian orange, and black so dear to the heart of the male designer were avoided in favor of a color scheme so subtle and unusual in commercial design that it *compels* the attention of the average woman. The label background at each side shades from rich cream to wood brown, with the circular design at the top in azure blue; brand name in reverse lettering. The bands designating flavor, at the bottom of the labels, are printed in soft rose-red. This color combination emphasizes the appetite appealing tawny apricot, strawberry red, plum purple hues of the luscious preserves—dark, rich colors that might tend to look somber with a less sympathetic color scheme for the label.

Stretched tight over the top and sides of the large cap to hold it firmly in place, the label is glued onto the jar at each end only, facilitating its removal once the package reaches the home. As the cap is removed, the label tears off, and the stunning new jam jar goes to table without a label or word of advertising.

The completed Everbest preserve package brings to glass packaging design the new idea of creating a package as a harmonious whole. The Glaser, Crandell Company feels that much thought will be applied to this type of designing in the future. The designer of packages will become more and more concerned with hiding the utilitarian and homely mechanism of the package, as is the manufacturer of automobiles in concealing the mechanism beneath a smooth, attractive and harmonious exterior.

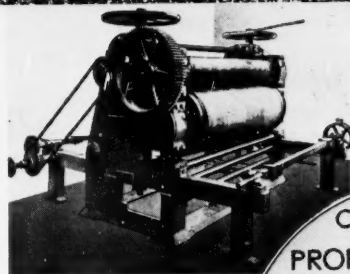
KIMBERLY-CLARK ISSUES KIMPAK PORTFOLIO

FOR the aid of shippers, packers, etc., the Kimberly-Clark Corporation, Neenah, Wis., has prepared and is distributing a 1935 portfolio of Kimpak Crepe Wadding. The portfolio consists of a regular file cabinet size folder of heavy cardboard, suitable for in-



clusion in a standard reference letter file. In the folder are the various samples of Kimpak crepe wadding which the company manufactures for use in safeguarding products from damage during shipment. On the exterior of the folder is a description of Kimpak, with an outline of its various uses. Kimpak is a soft, resilient crepe wadding made of bleached wood-fiber cellulose.

WALDRON EMBOSSERS



Waldron "Centennial" Embosser

complete line
to meet all
particular
requirements

CORRECTLY
PROPORTIONED FOR

Speed..
Pressure..
Tension

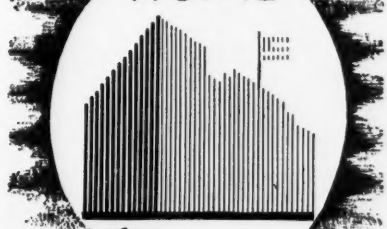
Affording an almost unlimited variety of distinctive, original designs and effects, Waldron Embossing Machines and Rolls can effectively modernize your product.



JOHN WALDRON CORPORATION

Main Office and Works: NEW BRUNSWICK, N. J.
Chicago New York Portland, Ore.

THE HOTEL
WITH THE SPIRIT OF TODAY
AND THE CONVENIENCES OF
THE HOME OF TOMORROW—
▽▽▽ FROM MANAGER
TO BELL HOP YOU
ARE MADE TO FEEL
ENTIRELY AT
HOME



BISMARCK HOTEL

ROOMS
WITH BATH
\$ 3.50 UP

chicago
RANDOLPH
AT LA SALLE



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DENNISON MANUFACTURING CO.	61
DOBECKMUN CO., THE	9
DOEHLE DIE-CASTING CO.	22
FERGUSON CO., J. L.	8
GENERAL PLASTICS, INC.	Inside Back Cover
GUTMANN & CO., FERDINAND	82
HEEKIN CAN CO.	67
HYGIENIC TUBE & CONTAINER CO.	80
ILLINOIS CARTON & LABEL CORP.	7
KALAMAZOO VEGETABLE PARCHMENT CO.	4
KIEFER MACHINE CO., KARL	76
KIMBLE GLASS CO.	12
KITTREDGE & CO., R. J.	Insert 24-25
LOWE PAPER CO.	69
LUSTEROID CONTAINER CO., INC.	79
MATTHIAS PAPER CORP.	21
METAL PACKAGE CORP.	23
MICHIGAN LITHOGRAPHING CO.	16
MILLER WRAPPING & SEALING MACHINE CO.	77
NASHUA GUMMED & COATED PAPER CO.	Insert 12-13
NATIONAL PACKAGING MACHINERY CO.	24
OWENS-ILLINOIS GLASS CO.	26
PEERLESS TUBE CO.	88
PETERS MACHINERY CO.	73
PHOENIX METAL CAP CO.	1
PNEUMATIC SCALE CORP., LTD.	5
PRESIDENT HOTEL	82
RESINOX CORP.	17
REYNOLDS METALS CO., INC.	Insert 72-73
RIEGEL PAPER CORP.	65
RITCHIE & CO., W. C.	14
ROYAL & CO., THOMAS M.	13
SHERWIN-WILLIAMS CO., THE	Insert 20-21
STOKES & SMITH CO.	63
TOLEDO SYNTHETIC PRODUCTS, INC.	Back Cover
UNION PASTE CO.	81
U. S. AUTOMATIC BOX MACHINERY CO., INC.	24
U. S. PRINTING & LITHOGRAPH CO.	Insert 64-65
WALDRON CORP., JOHN	85
WALTON HOTEL	83
WHEELING STAMPING CO.	84
WHITE CAP CO.	25
WURZBURG BROTHERS	75



For

the year's smartest gift package
ACE built this "SUPERFINE" carton

Wilson Golf balls are selling like mufflers this Christmas . . . because Wilson has packaged its balls in such outstandingly attractive re-use containers as this cocktail shaker. And in dealers' windows everywhere, you will find this ACE carton—in red, silver and black—prominently featured.

ACE cartons . . . for special promotions or standard items . . . have a way of capturing the key positions in the eyes of dealers and consumers. We would welcome the opportunity to tell you all about this and other ACE jobs . . . and to show how ACE service and ACE workmanship predisposed them to success. Write to—

ACE CARTON CORPORATION

2540 SOUTH 50th AVENUE

CICERO, ILLINOIS

Phone: Crawford 0111



DECEMBER, 1934

87



A NEW BOOKLET designed to help the tube buyer . . .

Peerless presents a new booklet, crammed full of vital tube facts. No sales talk or ballyhoo is included—only data that will be of a real help to any user of collapsible tubes, regardless of his source of supply.

Topics covered include "Value of Tubes as Containers", "Suggested Types for Various Products", "Types of Metal Used and Reasons", "Standard Sizes and Capacities" and other information on caps, filling and closing, lithographing, etc.

This booklet is sent free, for the asking, without obligation.

**PEERLESS TUBES
PRESERVE AND
OUTLAST THEIR
CONTENTS**



PACKAGES DON'T TALK



... "but a
DUREZ
box is a
silent
salesman"

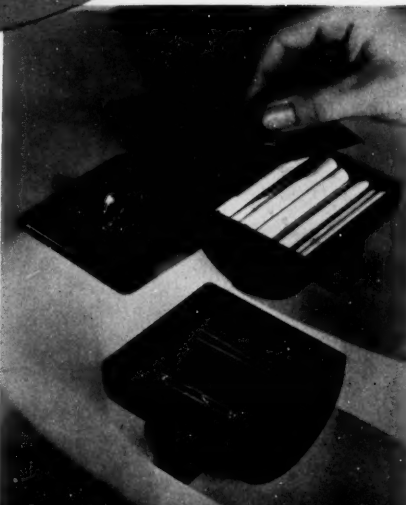
You'll find that well-designed boxes molded of Durez almost talk your product into the customer's hand. And it's easy to see why . . . molded Durez boxes catch the customer's eye with their sleek appearance and their "extra quality" look makes him buy. The sales appeal of products packaged in Durez has been proved many times . . . for merchandise ranging from tie clasps to tools.

Molded Durez boxes offer unlimited possibilities for outstanding, eye-catching design. Square boxes or round, with a wide selection of color combinations; boxes with designs, ribs, facets, or trade marks molded in; a sleek finish which will not dull . . . all of these and more are available in boxes molded of Durez.

A Durez package can give your product new life, and will stimulate sales. . . . Let us show you how versatile Durez can help solve your packaging problems . . . write General Plastics, Inc., 311 Walck Road, North Tonawanda, N. Y.

Swank's collar clasp and tie clip are sold in this rich and colorful Durez box. We predict it will be a success . . . men like the "quality" look of this package. Its pleasing design and durable, glossy finish make it an ideal cigarette box when the collar clasp and tie clip are removed.

This new Durez molded box was designed primarily to keep the delicate micrometer, which it houses, out of harm's way. Its strength, lightness and lasting finish make Durez the most practical material for this packaging job.



PLASKON

PIONEER



To the elegance of the matched ensemble comes this ladies' handbag watch, conceived by Westclox and executed in Plaskon. No matter what colors fashion favors for the particular season, Plaskon's varied colors make possible this useful addition to the outfit harmoniously. Such adaptability encourages the purchase of several of these moderately priced watches for personal use and for gifts, and broadens the market in every way. Molded by Chicago Molded Products.

The reason why Plaskon watches are gaining instant popularity is that they are the latest fashion. Plaskon—molded plastic—has become a household name. It is the only material that can be molded into any shape and size and is the perfect material for the watch case. Plaskon is the only material that can be molded into any shape and size and is the perfect material for the watch case.



WESTCLOX

TOLEDO
SYNTHETIC
PRODUCTS
INCORPORATED
TOLEDO
OHIO